



October 30, 2009

FOR IMMEDIATE RELEASE

THE SUM OF OLD AND NEW EQUAL SUCCESS FOR LOCAL NON-PROFIT

October has been a busy month for Cerebral Palsy, Inc. (CP), a locally run and funded non-profit organization. CP hosted back-to-back fundraising events this month; together, the two events raised \$50,000 to support the services CP provides in Northeast Wisconsin.

The 1st Annual CP Walk and Booyah was held at Green Isle Park on October 17. Over three hundred and twenty participants were there for the inaugural event, which followed the scenic East River Trail. “The community support we received for the Walk was overwhelming; organizations reached out in unique ways to make the event a success,” said Amy Cassidy, CP employee and co-organizer of the event. Cassidy was pleased with the attendance levels, and she noted, “Participants included individuals, families, and groups from local businesses, many came with strollers, wagons, and wheelchairs, and we even had a few people join us from out of state.”

Less than one week after the Walk, CP hosted its 20th Annual CP Auction on October 23. The ballroom at the Swan Club at Legends in De Pere was transformed with over five hundred silent and live auction items, and unique raffle prizes. The annual auction is one of CP’s largest fundraisers, second only to the annual CP Telethon. “The addition of some new unique items, sponsorship levels, and pre-auction exposure with on-air radio auctions assisted us in achieving a 35% growth in revenue over 2008. In addition, we reached our goal of doubling last year’s attendance numbers,” said Julie Lynn, CP’s Director of Development. She added, “We are thankful to the Northeast Wisconsin community for their continued generosity and support; the vital services we provide wouldn’t be possible without them.”

Cerebral Palsy Inc. provides services for the people of Northeast Wisconsin to promote community involvement, inclusion, and to enhance the quality of life of persons affected by temporary or permanent physical, sensory, and/or speech needs or conditions. CP served more than 2,000 families in the past year.

Services provided include Birth to 3 and pediatric therapies, assistive technology, aquatic exercise, adult occupational therapy, inclusive child care, adult day services, vocational services and outreach services to people of all ages. For more information about Cerebral Palsy, Inc. visit www.cp-center.org or call 920-337-1122.

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Media Contact:

Claire Williams
Cerebral Palsy Inc.
920-337-1122 x1257
cawilliams@cp-center.org

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