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Press Release

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FOR IMMEDIATE RELEASE
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SCHENECTADY ARC EXECUTIVE DIRECTOR CHALLENGES CAPITAL REGION COMPANIES TO RACE THE INAUGURAL ARC 5K CHALLENGE

SCHENECTADY, NY, JULY 5, 2011: Schenectady ARC's Executive Director, an avid runner, has challenged Capital Region businesses and non-profits to join him at the First Annual Schenectady ARC 5k Challenge www.arc5kchallenge.com.

"The letter has gone out to all Capital Region companies that have direct relationships with ARC," stated Kirk Lewis, Executive Director.

The letter requests Capital Region companies to develop teams to compete in the ARC 5k Challenge. "I am hopeful that they will share the challenge with their associates and that I will finally have a formidable opponent to race," Lewis jokingly added.

The ARC 5k Challenge will take place on September 15, 2011 at Schenectady's Central Park. The route is a USATF certified #NY00936AM. The event will also have a Family Wellness Walk with a less strenuous course route.

The ARC 5k event will assist in raising funds for ARC programs and services as well as raising awareness about individuals with developmental disabilities. A host of special displays and vendors will be on site. Space is still available for vendors.

Participants, Vendors and Sponsors can visit the race website to enter or participate at www.arc5kchallenge.com.

EXECUTIVE DIRECTOR's Challenge Letter

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About the ARC 5k Challenge –

The ARC 5k Challenge was developed to raise awareness of Developmental Disabilities. It also serves to educate the public on the use of insensitive terms such as the "R" word. Adults and Children with Developmental Disabilities are very similar to everyone else. They have tremendous abilities to achieve great things in life. The purpose of our race is to highlight the abilities that all individuals have. That is why in our logo you see the CAPABILITIES tag line. We are all capable!

The event lead sponsor is Rose & Kiernan, Inc. www.rkinsurance.com. Corporate sponsors include Royal Care Pharmacy, Hudson Mohawk Road Runners Club, ING, CDPHP, Price Chopper, and KeyBank. Contributors include; Emergen-C, Dick's Sporting Goods, Udder Cream, AquaFina, Dasani, PowerAde, Adirondack Beverages, and Hannaford.