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For Immediate Release

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***Strides Road Race Benefits People with Disabilities
Families, walkers, rollers and runners of all ages and abilities welcome***

NORWICH, CT - The Arc New London County and The Cactus Jack Foundation announce the *35th Annual Jack O'Keefe Memorial Strides Road Race* to be held at Camp Harkness in Waterford, CT, on Sunday, October 7, 2012 from 9:00am-2:00pm. This unique fund-raising effort welcomes people of all ages and abilities to compete in a 5k, 10k, and Family Fun Run, Walk and Roll in support of people with intellectual and developmental disabilities.

With nine divisions (including two wheelchair divisions) starting with youth racers 11 years old and younger and going all the way through the Veterans Division for racers 70 years old or older, The Arc's 35th Annual Strides Road Race offers fun for everyone. Outback Steakhouse, Title Sponsor since 2004, will provide food for all participants. M.J. Sullivan Automotive Group, RXHealth, and Mutual of America are Platinum, Gold, and Silver sponsors.

The Strides Road Race is a tribute to Jack O'Keefe, Sr., the first Recreation Director at *Seaside Regional Center* and organizer of the inaugural race in 1978. The race also pays homage to the late George Daly (Camp Harkness Director, 1976 - 1997) and former Executive Director of The Arc, Tom Sullivan.

Long before it became a national movement, Jack O'Keefe embodied the spirit of unified recreation, encouraging people with abilities and disabilities to find joy by participating together in recreation and sports. All proceeds from the race will be used to support The Arc's Community Life & Advocacy program for people with intellectual and developmental disabilities. Additional sponsors at the bronze level include Shannon Aiello, Captain Daniel Packer Inne, Cavasino & Co. LLC, Eastern Federal Bank, Guildmartin, DiPiro & Sokolowski, Diane

Martin, Mashantucket Pequot Tribal Nation, Minuteman Press, Raccio & Drew Dental Group, Shop Rite Supermarkets, Lottie Scott, Smith Insurance, Inc., United Community & Family Services, and Yankee Remodeler of New London, Inc. Sponsorship levels of Bronze, Silver, Gold, and Platinum range from \$100 to \$1,000. New this year is the T-Shirt sponsor at the \$3,000 level. More information on sponsorships is located on The Arc website, www.thearcncl.org.

Registration fees: \$20 per runner or \$35 per family of four in advance, and \$25 per runner or \$40 per family of four on race day. Children under 12 years of age pay only \$5. Patrons may also purchase ad space for \$50. Event fee includes food and beverages, a Strides t-shirt and a Race Packet. Family entertainment, face painting for the kids and more!

To register or to learn more about the 10K, 5K and 1 Mile Family Fun Run, Walk & Roll visit: <http://www.thearcncl.org/strides.htm>.

NOTE: The Arc New London County is New London County's agency of choice for many people with intellectual and developmental disabilities. Located at 125 Sachem Street in Norwich, Connecticut, The Arc was established in 1952 by parents of children with intellectual disabilities to serve the citizens of New London County. Board of Directors: John Fournier, President; Enrico DeMatto, Vice President; Linda Rhodes, Secretary; Emily Fournier, Treasurer; Members: Dennis Starling, Client Representative, Shannon Aiello, Dawn DeCristofaro, Mary Ann Duchene, Alan Messier, Wendy Mis and Alice Munyan. Immediate Past President: Diane Aubin.