



## News Release

### For Immediate Release

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### **Cellcom Green Bay Marathon Selects Family Services as 2010-12 Charity Partner**

Green Bay, WI (December 4, 2009) . The Cellcom Green Bay Marathon has selected Family Services of Northeast Wisconsin as the new charity partner for 2010. Family Services will join the Boys & Girls Club of Green Bay and Cerebral Palsy, Inc. as the recipients of funds raised by the 2010 Cellcom Green Bay Marathon, which will take place May 14-16, 2010.

The charities operate on three-year terms, with one new charity added each year and one exiting charity each year. Charity organizations become a strong member of the operational team made up of mostly volunteers to put on this event. Family Services was selected from a group of 20 applicants.

Funds received through this partnership will be used to protect, heal, and care for abused children in our community, said Tom Martin, president and CEO of Family Services. During tough economic times it is reassuring to know that events like the marathon can continue to provide much needed financial support to local nonprofits like Family Services.

The Cellcom Green Bay Marathon aims to give back to the community while presenting a world-class event for people of all abilities and bring visitors to our communities. In selecting a charity, the idea is to support a community need and a charity partner that would be able to effectively utilize the marathon's platform.

Family Services epitomizes what we look for in a charity partner. Although there were many worthy causes, the information presented by Family Services hit home as an important and seldom talked about need in our community, said Brigid Riordan, president of the Cellcom Green Bay Marathon board of directors.

According to Family Services, child abuse in Brown County has more than doubled in the past five years with over 1,300 confirmed cases annually. Statistics indicate that up to one in four girls and one in seven boys will be abused during their childhood with many of those instances going unreported. Funds from the marathon will also help with the building of a Child Advocacy Center for abused children. A planned collaboration with local law enforcement, healthcare, and county government will open a child-friendly facility where children and their families can go to report abuse and begin their recovery.

The marathon will also give us an opportunity to enhance the community's awareness of Family Services and how we help local children and their families, said Martin. Community education is an important aspect of what we do and working with the marathon to get the word out about child abuse in this community is an integral part of the partnership for us.

In 2009, the Cellcom Green Bay Marathon donated over \$70,000 to the three charity partners. That amount has steadily increased over the 10-year history of the marathon.

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**Family Services of Northeast Wisconsin** is a non-profit, human services agency that strives to protect, heal and care for the children and families of Northeast Wisconsin. They offer over 30 programs that support the people of our communities during challenges and transitions in their lives. Since 1899, Family Services has assisted individuals and families of all ages and backgrounds. Their diverse staff provides a full range of professional services in a number of program areas. For more information visit [www.familyservicesnew.org](http://www.familyservicesnew.org).

The eleventh annual **Cellcom Green Bay Marathon** will take place on May 14-16, 2010. Over the past 10 years, the race has generated over \$320,000 in proceeds for local charities. The Cellcom Green Bay Marathon seeks to create community spirit through a world-class marathon for people of all athletic abilities. For more information visit [www.cellcomgreenbaymarathon.com](http://www.cellcomgreenbaymarathon.com).