



Special Olympics
New Jersey

PRESS RELEASE

Contact:
Doreen Pustizzi
Senior Director of Communications
609-896-8000 ext. 274,
dlp@sonj.org

FOR IMMEDIATE RELEASE
October 29, 2009

New Holiday Fundraiser Looks to Make Spirits Bright in Lawrenceville

Jingle All the Way 3K to benefit more than 18,000 Special Olympics athletes in New Jersey.

LAWRENCEVILLE – Special Olympics New Jersey (SONJ) has announced a new fundraiser that they hope will bring awareness to the community about their mission as well as create a holiday tradition for the Lawrenceville community.

The Jingle All the Way 3K will take place Thursday, December 3 at the SONJ Sports Complex at 3 Princess Rd. Registration will begin at 5 p.m. with a race start time of 6:15 p.m.

The course begins at the Sports Complex, proceeds down Princess Road, and returns back to the Sports Complex where runners and spectators will be invited inside for holiday festivities and refreshments.

SONJ is looking forward to the support of many of the local businesses in the area as well as residents of Lawrenceville and the surrounding communities.

“We are a statewide organization, but Lawrenceville is our main base of operations and we serve many local athletes from the greater Lawrenceville and Mercer County area. We look forward to hosting an event that the corporate community, as well as area schools and local families, can support,” said Marc Edenzon, president of SONJ.

Runners pay a \$25 entry fee that will also entitle them to an event t-shirt, a special jingle bell wristband, and entrance into the post-run festivities. Entrants are encouraged to earn even more incentives, like fun holiday hats and an event sweatshirt, by increasing their contribution level by soliciting pledges. Friends and family can join the runners at the post-run party for a donation of \$10 per adult. (Children under 10 are free.)

“The race is designed for the casual runner/walker, not necessarily those who run marathons, though we welcome them too!” said Edenzon. “It’s an opportunity to celebrate the holidays and at the same time support some very deserving individuals.”

For more information on the Jingle All the Way 3K, visit ww.sonj.org or call (609) 896-8000.

-30-

ABOUT SONJ: Special Olympics New Jersey provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.