

Contacts:

Jean Townsend - 303-573-9900 or 303-918-0788
jean@coloradocolfaxmarathon.org
Dave Walstrom - 303-770-9600
dave@coloradocolfaxmarathon.org

Post-News Colorado Colfax Marathon Announces 2008 Charity Partners Program

DENVER – FEBRUARY 13, 2008. Today, the Colfax Marathon Partnership launched its Charity Partners program and welcomed its first group of 20 national, regional and local charities. Charity partners are nonprofit organizations that use the visibility and event management platform of the Post-News Colorado Colfax Marathon as a tool to fundraise for their own purposes. Each charity partner encourages runners and walkers to enter the May 18th marathon, half-marathon or 5-person team relay and make their training and event day run or walk more meaningful by raising funds for its special purposes.

The charities that have signed up so far include: The Air Foundation, the American Lung Association of Colorado, American Transplant Foundation, ARC Thrift Stores of Colorado, Capitol Hill United Neighbors, Inc., The Children's Museum, Colorado Youth for a Change, Craig Hospital, Denver Kids, Inc., the Denver Rescue Mission, the Fetal Hope Foundation, Freedom Service Dogs, Inc., JeffCo Action Center, Inc., Make-A-Wish Foundation of Colorado, MetroCareRing, National Jewish Medical and Research Center, the Second Wind Fund, Single Mothers of Color, Inc., Warren Village and the YMCA of Metropolitan Denver.

"Our program has attracted a broad group of charities that cross-cut the fabric of our metropolitan area and reflect the diverse community spirit that is a hallmark of the Post-News Colorado Colfax Marathon." said Jay Gershen, chair of the Colfax Marathon Partnership Board

"With the introduction of our charity partners program, we have an expanded community mission that champions Colfax Avenue, promotes fitness, and now provides a fundraising vehicle to support other community-based nonprofits. We are so impressed and enthused about the energy and creativity of our charity partners who are designing their own unique fundraising programs," said Dave Walstrom, president and CEO of the Colfax Marathon Partnership.

"This program works so well in Colorado because it appeals to the kind and giving nature of our athletically fit community. We take the worry out of event planning so our charity partners can focus on fundraising and broadening their visibility. We are thrilled with the response we have had so far and welcome other nonprofit organizations to join us," said Jean Townsend, manager of the Charity Partner program for the Colfax Marathon Partnership.

"Single Mothers of Color, Inc., a grassroots organization geared to supporting working single mothers of color, hopes to expose our members to an activity and sport that is usually not

one of choice, to introduce our organization to the community at-large, and to raise funds to support our initiatives.” Stephanie Cross, Single Mothers of Color, Inc.

“MetroCareRing is thrilled to once again to participate in the Post-News Colfax Marathon. TEAM MetroCareRing ran in the very first Colfax marathon with five relay teams and even more teams in 2007. Each year we raised \$10,000. The Charity Partners program is just what we need to break all our fundraising records and exceed all our goals while providing support to meet the most basic human needs of our clients,” Vicki Edmundson, Development Director, MetroCareRing.

“This is a perfect opportunity for us to reach out to our past half-marathon runners and volunteers so they can raise funds for Make-A-Wish and participate in a reputable, organized running event. Make-A-Wish is delighted to partner with the Colorado Colfax Marathon so that “everybody wins!” Patti Murphy, Make-A-Wish Foundation of Colorado.

Go to www.coloradocolfaxmarathon.org for more information about our charity partners, as well as how to register, volunteer, or become a Charity Partner.

###

Photo and Interview Opportunities on Wednesday, February 13th:

Coordinate through **Jean Townsend**, 303-573-9900 or 303-918-0788

The Air Foundation. Interview **Nick Sterner** and observe Nick training his Denver Rescue Mission or Urban Peak clients at City Park. Nick is the former Denver Rescue Mission Marathon Team leader, who has subsequently formed his own nonprofit organization, The Air Foundation. Available: 4:00 pm to 6:15 pm on Feb 13th at City Park.

Freedom Service Dogs. Interview **Collette Palmer**, director of development. Collette will bring several service dogs and dogs-in-training to the interview. Their organization’s goal is to raise money to adopt and train several service dogs; training costs are \$20,000 per dog. Available: Anytime on February 13th at location of your preference.

Make-A-Wish Foundation of Colorado, interview with **Patti Murphy**, Director of Events/Promotions. Make-A-Wish has a goal of funding ten wishes of children with life-threatening illnesses through the Charity Partners program. Patti can provide details about the 1st wish to be funded through the Charity Partners program. Available: 9:00 am to 11:00 am and 2:00 pm to 4:00 pm at their offices in Englewood.

YMCA of Metropolitan Denver. Interview **Jim Hiner**, executive director, is available for interviews at the Schlessman YMCA. Available: 9:00 am to 12:00 am or 2:30 to 4:30pm.

[About the Colfax Marathon Partnership:](#)

The Colfax Marathon Partnership, Inc., is a Colorado non-profit corporation founded by the cities of Aurora, Denver and Lakewood. Its mission is to produce an annual high caliber running event (marathon, half marathon and 5-person team relay) that contributes to the redevelopment of the Colfax Avenue corridor and promotes health and fitness among youth and adults. All net proceeds from the event go to Colorado Kids, a charity dedicated to preventing obesity and promoting fitness for school aged children. Visit www.coloradocolfaxmarathon.org to learn more.