

FOR IMMEDIATE RELEASE:

Contact: (Your name)

KEEN Supporter

(xxx)xxx.xxxx youremail@yahoo.com

KEEN for COFFEE –local fundraising event in aid of fitness and recreation programs for youth with disabilities

KEEN USA (Kids Enjoy Exercise Now) provides free, non-competitive programs of fitness and recreation for youth with disabilities, regardless of the severity of the disability.

(YOUR TOWN) – September 18, 2015 (or date of your coffee event) – To support youth with disabilities and raise awareness of KEEN Programs, **(your name/company)** is hosting a fun coffee party in aid of youth with disabilities - it is a great way to come together for a great cause. **(Your name/company)** is encouraging the community to join the event or host a KEEN for Coffee event. Registration is free and available online and fundraising has incentive based prizes.

Supporters are encouraged to host a morning coffee party, office coffee break or evening party and collect donations for KEEN USA. Funds raised are donated to KEEN programs, minus the host's expenses.

“As the mother of two KEEN athletes who both have autism, I have many KEEN memories. One of my earliest memories is watching my son through a window at the gym playing with one of the KEEN coaches. I had never seen anybody having fun with my child before...and I can't begin to tell you what that felt like. Other recreational programs say “anybody can participate,” but as I learned a long time ago, that's simply not true. At KEEN, that statement is 100% true and for more than 14 years there has never been a time when both of my children weren't happy to be there. At KEEN, they can be themselves and be accepted.” *-Mother of KEEN Athlete*

KEEN provides physical activity opportunities for one of the hardest to serve populations of cognitively and physically disabled children and young adults in our communities. Our KEEN athletes have autism, cerebral palsy, Down syndrome and other significant physical or intellectual disabilities. For our athletes who have extensive cognitive and/or physical disabilities or those who are nonverbal, KEEN is the only organization that can accommodate their special needs.

(your name) event is open to the public and donations are welcome at (_____). To host a KEEN for Coffee party, register today at <http://bit.ly/1UV7i4B> or email info@keenusa.org. Together we can ensure that youth with severe disabilities have programs of fun, fitness and friendship.

KEEN for Coffee is made possible by our generous supporters, friends, and volunteers. Corporate sponsorships are available and for more information please contact jwinsborough@keenusa.org.