



Special Olympics

Virginia

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FOR IMMEDIATE RELEASE

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Registration for River City Rappel opens Friday *Who'd have guessed rappelling down 25 stories could be so uplifting?*

To date, Special Olympics Virginia hosts the coldest, the heaviest, the longest and the hottest community events in the Commonwealth and our fans keep coming back for more. This Friday, July 31, President Rick Jeffrey, will unveil plans for yet another superlative worthy event: the River City Rappel, Richmond's tallest fundraiser. Event participants will be required to raise a minimum of \$1,500 for the "privilege" to rappel down a 25-story skyscraper Saturday, Oct. 10. Oh, and did we mention that groups can also collectively raise \$3,000 to "toss their boss" or leader for a great cause?

Already, the event has more than 300 followers on Twitter; at least 25 of whom have verbally confirmed participation in the event. Registration for this once-in-a-lifetime experience will be limited, so fans are encouraged to register early and begin fundraising in order to meet their goal. Once their feet are again on solid ground, participants and spectators will be able to celebrate their dizzying accomplishment at Richmond's Folk Festival that takes place the same weekend.

Participants interested in registering for October's event or learning more about the "Toss Your Boss" program are invited to join us on the 24th floor of the SunTrust Center downtown at 1pm on July 31 for the unveiling of our new Web site www.OverTheEdgeVA.com. Media interested in attending this Friday's Registration Kick Off or signing up to be one of our local celebrity participants on Oct. 9 may contact Holly Claytor (PR Director) at hclaytor@specialolympicsva.org or 804-726-3025. Don't forget to follow us on Twitter (@OverTheEdgeRVA) to receive additional news and updates throughout the summer!

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ABOUT SPECIAL OLYMPICS VIRGINIA:

By using sport as a vehicle for social change, Special Olympics Virginia strives to create opportunities for meaningful interaction and self discovery for everyone, and the organization's goal is to open the heart and mind of every Virginian to the value and ability of the intellectually disabled. Special Olympics Virginia Inc. is the state program of Special Olympics Incorporated. For more information, visit www.specialolympicsva.org.

ABOUT OVER THE EDGE:

Over the Edge sends participants who have raised pledges rappelling down an office building in a signature event that is sure to cause a stir. This thrilling once-in-a-lifetime experience is a headline-grabbing fundraiser for non-profit organizations. For more information, visit www.overtheedgeusa.com.