



Special Olympics

Virginia

Be a fan.™



April 22, 2009
FOR IMMEDIATE RELEASE

Media Contact:
Special Olympics PR Director Holly Claytor
hclaytor@specialolympicsva.org
804-726-3025 or 804-370-7916 (cell)

Fans of Special Olympics invited to go “Over the Edge” at the River City Rappel

New extreme fundraiser to raise funds and adrenaline levels in RVA

Throughout the year, fans of the movement to open hearts and change minds about intellectual disabilities can be seen jumping into wintry oceans, pulling 150,000 pound cargo jets, running more than 2,000 miles with the Flame of Hope, or braving temperatures upwards of 100° in the shade at the mid-June Summer Games in Richmond. In short, it ain't easy to scare a Special Olympics supporter. Currently, 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.

So this fall, plans are underway to add yet another superlative to Special Olympics' extreme calendar: the River City Rappel, the tallest fundraiser in Richmond. Event participants will be required to raise a minimum of \$1,500 for the “privilege” to rappel down a skyscraper. Oh, and did we mention that groups can also collectively raise money to “toss their boss” or leader for a great cause? While building negotiations are still being finalized, we thought it was only fair to put all Richmond leaders and adrenaline junkies on high-alert because Over the Edge to benefit Special Olympics Virginia is coming to town.

Participants interested in pre-registering for the event are invited to contact Special Olympics Virginia or follow us on Twitter (@OverTheEdgeRVA) to receive the latest news and updates! Media or sponsors interested in the event may contact Holly Claytor (PR Director) at hclaytor@specialolympicsva.org or 804-726-3025 or Roy Zeidman (Senior Vice President / Event Spokesperson) at rzeidman@specialolympicsva.org or 804-726-3022.

###

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.