

MEDIA RELEASE

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Contact: Tony DeSantis, Manager: Community Relation's Community Living Essex County

519-776-6483, extension 246

Plans underway for 2011 Jingle Bell Run

For the past 16 years, Ken Knapp Ford in Essex has ushered in the holiday season by hosting the Jingle Bell Run, Walk and Wheel. Hundreds of people from across Essex County gather together to celebrate and kick off the season with an event that promotes physical fitness and community spirit, while raising thousands of dollars for Community Living Essex County in support of over 600 people with an intellectual disability. The 2011 Jingle Bell Run will be held on Sunday, November 13th beginning at 10am in Essex at Ken Knapp Ford in beautiful downtown Essex.

The Jingle Bell Run/ Walk and Wheel in support of Community Living Essex County continue to make adjustments to improve upon its reputation as of the most anticipated runs in Essex County. The event includes chip timing for participants to ensure quicker, more accurate times and safety for all runners and walkers.

The event features a 5-km run/walk, or 10km run and attracts an interesting and enthusiastic mix of people. As a "points" event for WRACE (Walkers and Runners Across the County of Essex), athletes compete for medals in the various categories alongside those who simply challenge themselves to complete the route, or others out for a brisk walk with family and friends.

All proceeds from the Jingle Bell Run/Walk and Wheel benefit Community Living Essex County. In addition to providing a full range of supports so that people can live productive and meaningful lives, Community Living Essex County works hard to educate the public in the hope of creating an understanding of people with an intellectual disability and promoting welcoming and accessible communities for all people.

To register online until Nov 4th go to: www.onlineregistrations.ca/jinglebell/.

Registration forms are also available online at

www.communitylivingessex.org/jingle-bell-run and at local fitness clubs and facilities.

For more information call 519-776-6483, ext 246, or Event Chair Bob Blair at 519-776-6447.