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**FOR IMMEDIATE RELEASE**

## **BOYS & GIRLS CLUBS OF SPOKANE COUNTRY NAMED OFFICIAL CHARITY OF BLOOMSDAY 2012**

*SPOKANE, WASHINGTON* (Thursday, January 5) – The Lilac Bloomsday Association recently announced the selection of the Boys & Girls Clubs of Spokane County as its 2012 Official Charity. This coveted designation brings with it a multitude of great opportunities for the Boys & Girls Clubs, including a partnership with a strong Bloomsday brand that advocates a positive attitude and a healthy lifestyle.

"Bloomsday has always been mindful of each young person's need to be physically and emotionally fit. We are thrilled to partner with an organization that encourages our youth to set goals, stay active and volunteer" stated Carol Hunter, president of the Lilac Bloomsday Association. "It's a natural synergy and we feel confident that the Bloomsday community will embrace such a worthy cause."

The largest running race of its kind, Bloomsday is considered the start of spring for tens of thousands of people. As the charity of choice for the May 6, 2012 race, Boys & Girls Clubs will be a part of many event opportunities including a booth at the highly anticipated trade show in the days leading up to the race. In addition, Bloomsday participants will be able to make a donation to the Boys & Girls Clubs of Spokane County through the event's registration web site.

"Establishing healthy habits and creating the foundation for a positive lifestyle is an enduring principle of Boys & Girls Clubs' programs," said Dick Hanlin, Executive Director, Boys & Girls Clubs of Spokane County. "It is an honor not only to be recognized for the impact we've had on thousands of local youths and teens over the past decade, but also to join forces with an organization like the Lilac Bloomsday Association that so strongly embodies the greatness of the human spirit."

### **Bloomsday's Support of Non-Profit Work**

Bloomsday's support of Boys & Girls Clubs of Spokane County this year is part of an overall commitment to non-profit organizations and programs that benefit the community. Over the years, organizations given Official Bloomsday Charity designation (and funding from donations from Bloomsday participants) have

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included Friends of the Centennial Trail, Team Parkinson & Parkinson's Regional Center of Spokane, Eastern Washington Affiliate of the Susan G. Komen Breast Cancer Foundation, Vanessa Behan Crisis Nursery, Cancer Patient Care, YMCA/YWCA Capital Campaign, SNAP, and Hospice of Spokane.

The Lilac Bloomsday Association is itself a 501(c)(3) non-profit with a mission "To promote national and international sports competition and fitness education for the civic betterment, social improvement, and physical well-being of the general public." Among the programs Bloomsday supports as part of this mission is the 10-week Fit For Bloomsday run-jog-walk program that is implemented each year in about 70 elementary schools, with over 7,000 kids participating. Bloomsday also sponsors the All City Elementary Cross Country Meet each fall, where nearly 1,000 children compete. And Bloomsday also sponsors travel each year for 30 of the region's top cross country runners to compete in the Foot Locker West Regional Cross Country Championships in southern California.

Visit [www.bloomsdayrun.org](http://www.bloomsdayrun.org) for additional information about the 36<sup>th</sup> Annual Bloomsday Run.

### **About The Boys & Girls Clubs of Spokane County**

Since 2001, The Boys & Girls Clubs of Spokane County has been a part of a nationwide affiliation of local, autonomous organizations dedicated to helping young people of all backgrounds develop the qualities they need to become responsible citizens and leaders. Founded in the philosophies of the Boys & Girls Clubs of America, the Boys & Girls Clubs of Spokane County operates multiple Clubs in order to provide a broad range of programs in five Core Areas: Education and Career Development, Character and Leadership Development, Health and Life Skills, The Arts and Sports, Fitness and Recreation.

Currently serving more than 4,000 area youth between the ages of 6 - 18, The Boys & Girls Clubs of Spokane County operates three Clubs year-round from Friday through Monday. For a yearly membership fee of \$10, youth have access to all of the Clubs: Northtown Branch; the BE GREAT Club; and the Lisa Stiles-Gyllenhammer Mead Branch.

For more information about the Boys & Girls Clubs of Spokane or to find out how you can make a charitable donation, visit [www.bgcspokanecounty.org](http://www.bgcspokanecounty.org).

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