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Press Releases

Easterseals New Jersey Rolls out the Red Carpet at MetLife Stadium for Eighth Annual 'Walk With Me' Fundraiser

By EASTERSEALS DIRECTOR OF MARKETING, ANYSA HOLDER


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East Brunswick, N.J. – March 20, 2017 – All the glam and allure of Hollywood’s most iconic celebrations come to the Garden State on April 8, as **Easterseals New Jersey** hosts their eighth annual **‘Walk With Me’ and 5K run** fundraiser. This year’s **“Be A Superstar”** theme appropriately emanates from the Super Bowl-hosting turf of **MetLife Stadium**, in East Rutherford, aiming to build on the event’s increasing annual attendance. With participation anticipated to be at an all-time high, one of the state’s top non-profit groups hopes to raise more funds than ever before. The annual walk and 5k run has become a springtime staple for families across the state, as they continue to enrich the lives of those living with disabilities, providing opportunities to live, learn, work and play in their communities.

Easterseals is excited to announce their host, 92.3 AMP Radio's **Edgar 'Shoboy' Sotelo**, reprising his role as the event's charismatic master of ceremonies for the second year running. With the organization aiming to top previous attendance records, 'Shoboy' hopes to deliver his trademark catch phrase of "I love it" to a record-breaking 'Walk With Me' crowd, live-streaming the moment in a show of unity for all those living with special needs. Joining the lively morning MC in leading the event are this year's VIP Guests: **'Miss New Jersey 2016' Brenna Weick**, internet sensations **The McClure Twins**, the Papermill Playhouse choir, D2W wrestlers, and the cast of the multi-award-winning 2016 documentary, **Swim Team among others**.

While the venue may be familiar to previous event-goers, this year's attendees may find themselves questioning if they've stepped foot onto the state's largest athletic field, or into one of Hollywood's hottest film premieres. To celebrate the real-life Superstars that have contributed to past 'Walk With Me' events, Easterseals is literally rolling out the red carpet to ensure a true "A-List" experience for all those in attendance! Event-goers are encouraged to dress up as their favorite celebrities and professional athletes, pose for the paparazzi, stroll the Easterseals 'Walk of Fame' and mingle with featured guests and iconic celebrity impersonators, just as they would in any Hollywood gala.

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Registration for 'Walk With Me' 2017 is **FREE**, while a \$25 registration fee will be collected for all participants of the 5K run. Whether enrolling individually or as a team, all participants aid in bringing continued awareness to a critical cause. Attendees are encouraged to contribute to the fundraiser at their discretion. In addition to the walk and celebrity style bash, attendees are invited to visit our various sponsors' onsite health and wellness booths, for continued excitement throughout this annual day of fun. 'Walk With Me' 2017's national sponsors include: **CVS Health, Comcast Corporation, AC Moore & Crafts, Amway, Century 21 Realtors** and **MassMutual Financial Group**. Local New Jersey businesses are invited to sponsor as well. Participants of all ages can enjoy free activities and games along the MetLife field, while walkers and runners can replenish their energy by enjoying complimentary snacks and sandwiches, provided by the state's premiere sub-shop, **Jersey Mike's**.

While society has often glamorized the larger-than-life personas of our favorite celebrities, Easterseals recognizes the over 150,000 friends and families who have participated in national 'Walk With Me' functions as stars in their own right, helping to procure more than \$30 million in funds since its inception. Most notably, New Jersey events continue to grow in attendance, funds and local media exposure each year, meriting this year's grandiose celebration of the state's own 'Superstar' attendees. Though all donations collected by Easterseals contribute in various means, through the collected efforts of

participants and corporate support, New Jersey 'Walk With Me' events have generated close to \$1 million dollars for families across the state, in just seven years.

For more information, to register, or to sign-up as a sponsor, visit www.walkwithme.org/nj, or email the event team at walkwithme@nj.easterseals.com. Follow Easterseals New Jersey on [Facebook](#), [Twitter](#) or [Instagram](#) for news and exclusive features, highlighting the remarkable individuals involved with the Easterseals program.

About Easterseals New Jersey

Easterseals New Jersey is a 501(c)3 not-for-profit organization that has helped individuals and families with disabilities or special needs by providing opportunities to live, learn, work, and play in their communities since 1948. Annually, nearly 9,000 people and families in New Jersey affected by, physical disabilities, developmental disabilities including autism, mental illness, and other special needs, receive services. Our programs are designed to help them achieve independence and full community integration. For more information on Easterseals New Jersey and its statewide disability services, please contact 732-257-6662 or visit www.eastersealsnj.org or www.facebook.com/eastersealsnj

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