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FOR IMMEDIATE RELEASE

Calling All Couch Tomatoes!

*The Blevins East Nashville Tomato 5k is right around the corner;
Proceeds to benefit Margaret Maddox Family YMCA's We Build People campaign*

NASHVILLE, Tenn., July 19, 2010—A local herd of do-gooders is at it again. The charity fundraising group Camels with a Cause (CWAC) is inviting everyone to double-knot his or her running shoes and race around Historic East Nashville in the Blevins East Nashville Tomato 5k on Saturday, August 14.

“The Tomato 5k is our YMCA’s biggest fundraiser thanks to the support of Camels with a Cause, our fabulous YMCA volunteers, and our generous sponsors,” said Christie Thalhimer, Development Director at Margaret Maddox Family YMCA. “We love that this event promotes healthy lifestyles while raising funds to ensure that everyone in our community can be part of our YMCA family.”

The Tomato 5k benefits the Margaret Maddox Family YMCA’s We Build People campaign, and the funds raised will help people who could not otherwise afford a membership or program fees with the YMCA have the opportunity to experience everything the organization has to offer. This includes programs such as youth sports, Active Older Adults, Restore Ministries, swim lessons, and the Literacy Program.

Last year, more than 850 runners, joggers, walkers, and camels turned out to support the cause, and CWAC’s current objective is to recruit at least 1,000 participants for this year’s event.

“The YMCA’s We Build People campaign does so much for the community, and we’re excited be a part of the event again and help the Y continue its mission,” said Angie Ferguson, cj office manager and Tomato 5k board member.

Don't Be a Rotten Tomato!

What: Blevins East Nashville Tomato 5k

Where: East Nashville’s Five Points on the corner of South 11th Street and Woodland Street

When: Saturday, August 14, 2010

The race begins at 7:30 a.m. before the parade of the Tomato Arts Festival. The Kids’ Fun Run starts at 7 a.m., and several camels will even be on hand to lead youngsters in some pre-Fun Run stretching.

– MORE –

www.CamelswithaCause.com

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Don't Be a Rotten Tomato—Register Today!

Online registration for the Blevins East Nashville Tomato 5k ends on Thursday, August 12, 2010. Participants also can sign up the day of the race and at the Margaret Maddox Family YMCA on Friday, August 13. All pre-registered runners will receive t-shirts. Free childcare will be available beginning at 6:30 a.m. in the Y-CAP building at the corner of 11th Street and Russell Street.

Visit www.CamelswithaCause.com to enter the race, learn about past events, and view videos and photographs.

What's Up with the Camel?

Camels with a Cause (CWAC) is cj Advertising's in-house charity organization named after the agency's mascot. The project is empowered by a staff of more than 70 at the agency with 100 percent of funds donated to charity. Since its inception in January 2008, the agency has supported The Leukemia & Lymphoma Society, One Love Outreach, Second Harvest Food Bank, The Salvation Army, and the Arthritis Foundation. cj Advertising is the largest full-service advertising agency in the country catering exclusively to personal injury lawyers. Visit cjAdvertising.com to read about the agency, and CamelswithaCause.com to watch videos, view photographs, and learn more.



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Editor's Note: Photographs from last year's East Nashville Tomato 5k and Camels with a Cause are available upon request.