



News From

Maggie Brooks

Monroe County Executive

For Immediate Release
Saturday, June 18, 2011

BROOKS HOSTS 12TH ANNUAL AIRPORT 5K TO BENEFIT LIFETIME ASSISTANCE, INC.

Longtime community event has raised over \$300,000 for Lifetime Assistance programs and services

Monroe County Executive **Maggie Brooks**, joined by representatives from Lifetime Assistance, Inc. and other Airport 5K sponsors, today kicked off the 12th Anniversary Airport 5K Walk/Run at the Greater Rochester International Airport (GRIA).

“It is truly delightful to know that so many participants have come out to show their support for Lifetime Assistance, Inc.” said **Brooks**. *“Each year, the Airport 5k raises community awareness and provides support for our residents who utilize the various services offered by Lifetime Assistance. Monroe County is once again a proud sponsor of this important event, and I would like to thank all those who joined us here today to lend a helping hand to such a wonderful organization.”*

The Airport 5K Walk/Run is a family-friendly event that offers a variety of activities for attendees to enjoy. Attractions include static aircraft displays from the U.S. Army National Guard, Mercy Flight, Seneca Park Wegmans Zoomobile and entertainment. The event also features a “Fun Run” for children under the age of 12 years.

“This unique event highlights a very meaningful collaboration between Monroe County Executive Maggie Brooks, Lifetime Assistance and our wonderfully generous community, in assisting neighbors with developmental disabilities. What a great way to spend a Saturday morning,” said James Branciforte, President & CEO, Lifetime Assistance, Inc.

Contributions from the Airport 5K Walk/Run directly benefit Lifetime Assistance, Inc. and help ensure that individuals living with developmental disabilities have access to essential support services. Lifetime Assistance, Inc., founded in 1978, provides comprehensive services to children and adults with developmental disabilities and their families. Lifetime Assistance now serves approximately 1,800 people locally and is one of the largest not-for-profit community service organizations in the Greater Rochester area. The Lifetime Assistance Foundation was established in 1994 to seek charitable funding to benefit programs and services for individuals living with developmental disabilities.

###

Media Inquiries, contact:

Department of Communications at 753-1080