



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

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GREATER ROCHESTER INTERNATIONAL AIRPORT HOSTS 13TH ANNUAL 5K TO BENEFIT LIFETIME ASSISTANCE

Popular event has raised over \$315,000 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 13th Annual Airport 5K Walk/Run at the Greater Rochester International Airport (ROC).

"I am proud that Monroe County and the Greater Rochester International Airport have again partnered with Lifetime Assistance this year to provide vital support to the residents of our community who live with developmental disabilities," said **Brooks**. *"I would personally like to thank all of the runners and walkers today for their participation and for doing their part to make a real difference in our community."*

This event included a guest appearance by US premier long-distance runner Frank Shorter. Shorter, America's iconic 1972 Olympic marathon champion in Munich and 1976 silver-medalist in Montreal, faced off against area figures, including **Brooks**, Airport Director Michael Giardino, and others in a 200-yard power walk challenge prior to the 5K to boost support for the Lifetime Assistance Foundation's largest annual fundraising event.

The Airport 5K Walk/Run is a family-friendly event that offered a variety of activities for attendees to enjoy. Attractions included static aircraft displays that lined the course provided by the U.S. Army National Guard, Mercy Flight, vintage war planes, and more. Participants and spectators also enjoyed the Seneca Park Wegmans Zoomobile and entertainment by Entercom Radio on-air personality "Raphael". The event also featured 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.

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