

FOR IMMEDIATE RELEASE:

Contact: Joanna Winsborough,
National Development Director, KEEN
858.539.3030 jwinsborough@keenusa.org



KEEN for COFFEE –local fundraising event in aid of Free programs for children with disabilities

KEEN Phoenix (Kids Enjoy Exercise Now) provides free, non-competitive programs of fitness and recreation for youth with disabilities, regardless of the severity of the disability.

Scottsdale YMCA - Scottsdale, Arizona – April 4, 2019 – 7 am – KEEN is a local nonprofit whose mission is to empower youth with disabilities by providing **FREE**, non-competitive one-to-one programs of fitness, fun and friendship, led by volunteer coaches. **KEEN has been serving the Valley for over 10 years and is hosting a fundraising event “KEEN for Coffee” to raise much needed funds for their free programs.**

The event will take place at 7 am – 9 am at the Scottsdale YMCA. We are welcoming the community and local businesses to come join us for coffee and pastries and check out the Scottsdale YMCA, one of the locations that KEEN holds programs.

“As the mother of two KEEN athletes who both have autism, I have many KEEN memories. One of my earliest memories is watching my son through a window at the gym playing with one of the KEEN coaches. I had never seen anybody having fun with my child before...and I can’t begin to tell you what that felt like. Other recreational programs say “anybody can participate,” but as I learned a long time ago, that’s simply not true. At KEEN, that statement is 100% true and for more than 14 years there has never been a time when both of my children weren’t happy to be there. At KEEN, they can be themselves and be accepted.” -Mother of KEEN Athlete

KEEN provides physical activity opportunities for one of the hardest to serve populations of cognitively and physically disabled children and young adults in our communities. For our athletes who have extensive cognitive and/or physical disabilities or those who are nonverbal, KEEN is often the only organization that can accommodate their special needs.

The event is free to attend and open to the public. Donations are welcome and will enable us to keep our programs completely free of charge. Together as a community we can ensure that youth with severe disabilities have programs of fun, fitness and friendship.*

*sponsorships available

For more information: info@keenphoenix.org or call Joanna at 858.539.3030. www.keenphoenix.org