

**FOR IMMEDIATE RELEASE:**

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## **Kids Enjoy Exercise Now (KEEN Phoenix) and Game Time Athletics to host fundraising event – supporting local youth with disabilities**

**Scottsdale – Saturday, March 16, 2019** – 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 Phoenix Kick and Toss” together with Game Time Athletics.**

In partnership with **Game Time Athletics Flag Football**, **KEEN Phoenix Kick and Toss** is an event that provides KEEN athletes the opportunity to participate in exciting football activities where they kick and toss footballs while having an amazing time being part of the team. KEEN athletes will be accompanied by a KEEN volunteer as well as an age-matched flag football player to cheer them on. KEEN athletes will receive a medal/trophy as well as a backpack and flag football jersey of their favorite team

**All KEEN programs are provided FREE of charge.** KEEN Phoenix Kick and Toss will aim to raise funds to keep program costs free and to expand our programs to further serve the population of youth with disabilities in the Valley of the Sun. **Sponsorship packages are available.** For more information please contact Joanna Winsborough at [info@keenphoenix.org](mailto:info@keenphoenix.org) or 858.539.3030.

*“KEEN has always provided all services completely FREE of charge to our KEEN athletes, their families and caretakers. KEEN Phoenix Kick and Toss will help enable us to continue to provide essential programs and reach the hardest to serve population of cognitively and physically disabled children in our community.”*

Dr. David Spierer, President, KEEN Phoenix

### **About KEEN**

For over 25 years, KEEN—Kids Enjoy Exercise Now has been providing free programs of fitness, fun and friendship to children with disabilities - accepting every child regardless of the severity of their disability and always free of charge across USA.

- KEEN’s programs are unstructured and non-competitive, allowing every child to achieve success and celebrate their ability
- KEEN pairs a volunteer “coach,” one-to-one with each “athlete” and together they discover just what they can do
- KEEN’s programs are entirely free-of-charge
- KEEN provides parents with respite and a supportive network during programs
- KEEN Athletes have disabilities such as Autism, Cerebral Palsy, Down Syndrome, Epilepsy, and Traumatic Brain Injury - for participants with profound disabilities and those that are non-verbal -KEEN is often the only program that can support their needs

**For more information:** [info@keenphoenix.org](mailto:info@keenphoenix.org) or call Joanna at 858.539.3030. [www.keenphoenix.org](http://www.keenphoenix.org)