

Prevent Child Abuse America

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Chicagoans Walk for Child Abuse at the 12th Annual Wrigley Start Early Run & Walk

All Proceeds to Benefit Prevent Child Abuse America and Voices for Illinois Children

CHICAGO (April 18, 2009) – On Saturday, April 18, Chicagoans will join together to support Child Abuse Prevention Month at the 12th annual Wrigley Start Early Run & Walk. The event, held in the Lincoln Park neighborhood, will help build awareness and raise money to keep children safe and prevent abuse and neglect.

All proceeds will benefit Prevent Child Abuse America – which implements programs focusing on community activities and public policies such as home visitation that prioritize prevention right from the start, and Voices for Illinois Children – which works with families, communities and policymakers to help the development of children in Illinois.

“Wrigley is very proud to serve as the title sponsor for the Wrigley Start Early Run & Walk and to partner with two outstanding organizations committed to protecting children,” said Dushan Petrovich, president of the Wm. Wrigley Jr. Company. “This event builds on Wrigley’s 118-year history in Chicago and our tradition of working with our communities to make a difference.”

“Each of us has a role in supporting child development and preventing abuse and neglect, and participating in the Wrigley Start Early Run & Walk is a step in the right direction” said Prevent Child Abuse America President and CEO Jim Hmurovich. “We are thrilled that Chicagoans are committed to our cause and are helping raise awareness about the importance of prevention.”

More than 3,000 participants are anticipated for the event which features 5K and 10K runs, a 5K pledge walk, a free kids’ dash for children 8 years of age and under, and family-friendly activities including an appearance from the beloved Berenstain Bears, Chicago Bulls mascot Benny, face painting, music and more. CBS 2 news anchor Dana Kozlov will emcee the event.

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Wrigley Start Early Run & Walk Event Details

WHEN: Saturday, April 18

8:00 a.m. 5K start
8:15 a.m. 10K start
8:30 a.m. 5K pledge walk
Kids dash starts after the runs are completed

WHERE: Chicago, IL; along Cannon Drive, south of Fullerton Avenue

DETAILS: www.startearlyrun.com

ABOUT PREVENT CHILD ABUSE AMERICA

Prevent Child Abuse America was founded in 1972. PCA America is the first organization in the United States whose sole mission is “to prevent the abuse and neglect of our nation’s children.” Based in Chicago, PCA America has chapters in 47 states and over 400 Healthy Families America (HFA) sites in 41 states. Together, approximately 500 staff in the National Office and chapters manages over 353 different locally based strategies to meet the mission of the organization, and an additional 2900 home visitation workers, supervisors and program managers oversee and implement HFA. For more information, please visit www.preventchildabuse.org and www.healthyfamiliesamerica.org.

ABOUT VOICES FOR ILLINOIS CHILDREN

Voices for Illinois Children works as a catalyst for change across issue areas to improve the lives of children throughout our state so they can grow up healthy, happy, safe, loved and well educated. For 20 years we have helped parents, business and community leaders and policy makers understand and respond to the issues facing children and families. For more information, please visit www.voices4kids.org.

ABOUT WRIGLEY

Wm. Wrigley Jr. Company is a recognized leader in confections with a wide range of product offerings including gum, mints, hard and chewy candies, lollipops, and chocolate. The company has operations in more than 40 countries and distributes its world-famous brands in more than 180 countries. Three of these brands - Juicy Fruit®, Wrigley’s Spearmint®, and Altoids® – have heritages stretching back more than a century. Other well-loved brands include Orbit®, Extra®, Starburst®, Doublemint®, Skittles®, Freedent®, Airwaves®, Life Savers®, Eclipse®, and Winterfresh®. Wrigley is headquartered in Chicago, Ill., and operates as a subsidiary of Mars, Incorporated.

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