



MICHAEL TARNEY 5K FUN RUN/WALK FOR ARTHRITIS EVENT FACT SHEET

EVENT NAME	The Michael Tarney 5K Fun Run/Walk for Arthritis
EVENT DATE	Saturday, September 8, 2007 Lake Park, Picnic Area #6
DIRECTIONS	Follow Lincoln Memorial Drive north & turn left into Lake Park just prior to Lake Drive, Picnic Area #6 is on left. Check in at media station.
CONTACT	Kristen Crump, Marketing Director Phone: 414.698.7344 email: kristencrump@gmail.com
EVENT SCHEDULE	Registration: 9:30 a.m. Warm Up & Announcements: 10:25 a.m. Start of Fun Run/Walk: 11:00 a.m. Start of Dog Walk: 11:05 a.m. Community Celebration & Silent Auction: 11:00 a.m. End of Silent Auction: 1:00 p.m.
INTERVIEWS	Can be arranged ahead of time, and/or before or after the event
INTERVIEW CANDIDATES (avail. by appointment)	Michael Tarney, Event Chair. Has psoriatic arthritis. See attached. Judy Haugslund, President Arthritis Foundation, Wisconsin Chapter. Joel Cencius, has rheumatoid arthritis, and has seen impact of funds raised by this event. Molly Kreeger, Event Director. Has rheumatoid arthritis and has seen the impact of funds and programs offered by the Arthritis Foundation.
LEADERSHIP	The Michael Tarney 5K Fun Run/Walk is lead by Mr. Michael Tarney, entrepreneur, and native of Milwaukee. The event is planned and coordinated by a team of motivated, professionals. Volunteers are chosen because of their professional expertise (e.g. event planning marketing, fund raising, development).
PROFILE	The Michael Tarney 5K Fun Run/Walk was established in 2004 to raise awareness and and funds for the 100 plus forms of arthritis. Funds raised are used for overall arthritis research for the state of Wisconsin.
HISTORY	Established in 2004, the event raised over \$10,000 with 75 participants, the second year over \$26,000 with 150 participants. In 2006 the event saw a 60% increase, raising over \$42,000 raised with 225+ participants.