



FOR IMMEDIATE RELEASE

December 1, 2016

Contact: Ashley Gliniak

Ashley.Gliniak@cffde.org

302.777.9756

Here Comes Santa Claus, Here Comes Santa Claus Right Down Coastal Highway!

The Most Festive FUNdraising Event of 2016 benefiting Children & Families First.

DEWEY BEACH, DE – Children & Families First, a non-profit organization dedicated to helping children & families facing adversity reach their full potential, is pleased to be hosting our inaugural holiday fundraiser, Santa Fun Run. The Santa Fun Run will take place Sunday, December 4, 2016, at the ever popular Starboard located in Dewey Beach, Delaware. Guests can walk it, jog it, run it, or JINGLE BELL ROCK the 1 mile path through Dewey Beach. The fun run is the perfect holiday event to bring families together for an afternoon of festive, holiday themed fun to support some of Delaware’s most vulnerable children. Laura Rimmer, Development & Grants Coordinator for Kent and Sussex County of Children & Families First, is thrilled to have the support of the Dewey Beach community “We are grateful to the beach community for supporting our festively, fun event as we aim to bring awareness to an important cause that affects children and families, not only here in Sussex County but statewide as well.”

Onsite registration and check in opens at 11 AM with the walk officially kicking off at 12:00 PM. SpinJocs Entertainment will provide music to get the crowd in a festive mood with holiday cheer. Mrs. Lewes Delaware and Santa Claus will lead the walkers through Dewey Beach. Mrs. Lewes Delaware, Elissa Troise-Greco says, “My family and I are so excited to use my platform of Mrs. Lewes Delaware America 2017 to generate support and awareness for Children and Families First of Sussex County. In fact, our 1 year old triplets Mea, Evelina, and Giovanni have been followed by Children and Families First since I was pregnant with them. This is why my husband John and I are passionate about the organization.”

During the walk, participants will enjoy holiday station surprises including Candy Cane Lane – to fulfill their peppermint wishes, Cookie Exchange- cookies galore, Mistletoe & Kisses- walk by the mistletoe and get a chocolate kiss and some surprise stations! Once guests complete the course they will arrive back at the Starboard for the Winter Wonderland Party. The party is for elves of all ages and includes 10+ games and crafts for kids including pictures with Santa Claus, candy cane pull, snowball races and more!

-MORE-

Event registration includes an event tee shirt and ornament based on first come first serve basis. Registration is \$10 for children 12 and under, \$25 for adults. Pre-registration can be completed online at www.cffde.org, day of registration and check – in begin at 11:00 AM with the race starting at 12:00 PM

All funds raised at Santa Fun Run will help to ensure that every child in Delaware is able to reach their full potential. The community support established through event sponsorship, event registration, and volunteer efforts helps Delaware’s traumatized youth by equipping them and their families with practical life skills, meaningful support, education, and resources that provide healing and hope.

About Children & Families First

In existence since 1884, Children & Families First (CFF) helps children facing adversity on their journey to adulthood. CFF uses proven methods to help families raise their children so they can flourish. Children & Families First strengthens Delaware families by delivering an innovative and effective continuum of community-based social services statewide. Services are provided in our five sites located in all three Delaware counties, as well as in homes, schools and other community locations. CFF employs 275 staff, and serves approximately 40,000 people each year. CFF is positioned to meet changing community needs through replication of evidence-based practices and rigorous outcomes management. CFF is a member of the Alliance for Strong Families and Communities, the Children’s Home Society of America, and a partner agency of the United Way of Delaware. CFF is accredited by the Council on Accreditation (COA). COA is committed to maintaining the highest level of standards and quality improvement in order to identify providers that have set high performance standards for themselves and have made a commitment to their constituents to deliver the highest quality services. Children & Families First provides a comprehensive array of programs within these areas of service: Positive Parenting, Healthy Babies, Early Childhood, Supporting Teens, Community Schools, and the Workplace. Specific programs include the Nurse Family Partnership, Healthy Families America, Seaford House residential treatment center for adolescents, Functional Family Therapy, Intensive Outpatient therapy, Delaware Stars for Early Success (childcare), and Rise Up – Keep a Job.

For more information about Children & Families First or *Santa Fun Run*, please call Ashley Gliniak at (302) 777-9756, or email at ashley.gliniak@cffde.org