

News Release
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FOR IMMEDIATE RELEASE

ROADFEST11 SCAVENGER HUNT FOR CHARITY RETURNS

CLEVELAND (July 13, 2011) — Cleveland's own *Amazing Race* style scavenger hunt for charity is back again with **RoadFest11** from 4-8:30 p.m. on Saturday, August 20 at Lincoln Park, bounded by W. 11th Street and Starkweather Avenue in Cleveland's Tremont neighborhood.

Proceeds from **RoadFest11** will benefit social service agencies Center for Families and Children and its affiliate, West Side Ecumenical Ministry (WSEM), which provide early learning, emergency food, behavioral health, youth development and workforce development services.

Much like the hit reality TV show *The Amazing Race*, teams of 3 or 4 individuals will race around Cleveland and compete against each other to solve clues on their way to 11 city hot spots. A variety of prizes will be awarded, including a grand prize as well as specialty team prizes. An after-party will follow the race, where prizes will be awarded and participants will enjoy live music.

“**RoadFest11** is back and better than ever with new and exciting clues and locations that will test contestants' knowledge of all things Cleveland including geography and history for a good cause,” said Ann Weinzimmer, an attorney with Jones Day and chair of WSEM's Junior Advisory Board, the mastermind behind the event.

Team registration is \$100. The registration fee includes T-shirts and the chance to win cash and other prizes. Event sponsorship opportunities are also available for \$100.

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For more information or to register, go to <http://www.rsvpbook.com/event.php?467092> or e-mail roadfest11@gmail.com . Registrants can also pay online by going to the WSEM homepage at www.wsem.org and selecting “Donate Online/Event Registration” and selecting “RoadFest11” from the drop-down menu.

About the Center for Families and Children

In 1968, inspirational community leaders Leona Bevis, Louise Humphrey and Nancy Lyon Porter shared the belief that a more cohesive approach to the problems facing families could be achieved by bringing several agencies together to form a more integrated service delivery system. This initial vision became the central tenet that guides CFC: an enduring commitment to serving families and children and fiscal responsibility through cooperation.

Due to their insight, five historic agencies joined forces in 1970 to form the Center for Human Services. This unique merger included agencies whose roots could be traced back to the 19th century: Family Service Association, the Day Nursery Association, Traveler’s Aid Society, Cleveland Homemaker Service Association and Youth Service.

In 1993, the agency’s name was changed to the Center for Families and Children (CFC) to more accurately reflect its dedicated focus. Today, CFC’s commitment endures, with our critical mission of changing lives and communities through client service, advocacy, and collective action. For more information, visit www.c4fc.org.

About West Side Ecumenical Ministry

West Side Ecumenical Ministry was founded in 1966 by members and clergy of five West Side churches who realized that by pooling their human and financial resources, they could do a better job of meeting the needs of the community than they could as individual congregations. Over the years, the neighborhood and faith-based organizations and others supporting WSEM have changed, but what has remained constant is an understanding that more can be accomplished by working together than by working alone.

In partnership with dozens of community-based organizations, over the years WSEM added food distribution, crisis support and vital community outreach services and resource referrals. In 2000, WSEM expanded behavioral health care and counseling services. Later, in 2004, WSEM merged with El Barrio, which expanded the workforce development program with the addition of Hispanic populations. For more information, visit www.wsem.org.

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