

mediaalert



**THE CONTINENTAL GROUP RAISES FUNDS FOR, PARTICIPATES IN
CYSTIC FIBROSIS “GREAT STRIDES” WALK**

WHAT: Approximately 50 employees of The Continental Group will participate in the Cystic Fibrosis “Great Strides” Walk on Sunday morning at North Beach Park. Continental, one of Hollywood’s largest employers, is the site sponsor for the walk, which is the second annual event of its kind in Hollywood.

To show its dedication to the cause, the company recently hosted an employee appreciation event where 200-300 staff members had the opportunity to soak their bosses in a dunk tank for a \$5 donation. Additionally, a raffle was held for prizes, including hotel stays, certificates for fine restaurants and a highly coveted designated parking space on the company premises. The event raised more than \$5,000 and the company expects to receive additional donations toward its final tally.

WHEN: Sunday, April 13 at 9 a.m.

WHERE: North Beach Park
3601 N. Ocean Drive (A1A and Sheridan St.)
Hollywood, FL 33019

WHY: Cystic Fibrosis is a genetic condition causes the body to produce abnormally thick, sticky mucus, clogging airways and providing a breeding ground for frequent, debilitating lung infections. It also clogs the digestive track, causing malabsorption of nutrition. The average life expectancy for CF patients is approximately 37 years.

CONTACT: For more information, please call Yra Saab-Tro, Communications and Community Relations Manager for Continental at (786) 972-5591 or e-mail her at ysaab@thecontinentalgroupinc.com.

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