



## **MEDIA ALERT**

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### **AbilityFirst 2015 Stroll & Roll Fundraiser Sets a Goal to Raise \$750,000 for Programs Benefiting People With Disabilities**

**Los Angeles, CA – April 6, 2015** – AbilityFirst 2015 Stroll & Roll fundraiser has a goal of raising \$750,000 to help provide quality programs and services to children and adults with physical and developmental disabilities. The annual event, presented by Comerica Bank, will be held on Saturday, April 18, on the legendary Universal Studios backlot.

“The Stroll & Roll is our largest fundraiser of the year,” said Lori Gangemi, President and CEO of AbilityFirst. “We anticipate approximately 2,000 people of all ages and more than 30 corporate sponsors to participate. Our target is to raise \$750,000 to support important and successful programs at our various locations in the Greater Los Angeles area, as well as Camp Paivika in the San Bernardino National Forest.”

Participants run, walk, roll, and stroll through the iconic behind-the-scenes backlot, which has 30 sound stages and over 30 backlot locations. They will view the numerous movie sets, meet Universal Studios’ many celebrity characters, shop at the AbilityFirst expo, relax in the expo’s beer garden, and spend the morning among friends.

Whit Johnson and Daniella Guzman, co-anchors of NBC4’s “Today in LA” morning news team, will welcome the participants and send them on their way around the backlot. Among the strollers and rollers are Crystal Egger and Holly Hannula, also from NBC4’s “Today in LA” morning news team, and AbilityFirst honorary chairpersons Jaclyn Smith and Lee Meriwether. Lee Meriwether is a former Miss America, the original “Today Girl” on NBC’s Today Show, and an actress who has starred and appeared in numerous TV shows and on the stage. Jaclyn Smith is an actress and businesswoman. She is best known as Kelly Garrett in the television series Charlie’s Angels.

NBC4 is the media sponsor and other sponsors include Nextera Energy, Platinum Equity First Solar, Jordana Cosmetics, NRG Energy, Quetico LLC, Skechers USA, Sun Power, Celestica, Chubb Group, Commerce Casino, DIRECTV, Long Beach Center Guild, SC Fuels, Tesoro, America Chung Nam, Brentwood Originals, CBB Bank, CFO Edge, OneBeacon Insurance Group, Performance Team, Sheppard Mullin, The Word & Brown Companies, J. Yang and Family Foundation, and YS Garment.

To register for the event, donate, become a sponsor and for more information, visit [www.abilityfirst.org/strollandroll](http://www.abilityfirst.org/strollandroll).

#### **About AbilityFirst**

Established in 1926 [AbilityFirst](http://www.abilityfirst.org), formerly Crippled Children’s Society of Southern California, provides programs and services to help children and adults with disabilities reach their full potential. Through 25 [locations](#) across Southern California, they offer a broad range of employment, recreational and socialization [programs](#) as well as accessible residential housing complexes and an accessible camp, [Camp Paivika](#), for both children and adults.