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After 30+ years of walk-related events AbilityFirst launches AbilityFEST

Supporters encouraged to fundraise and engage with the organization year-round

(PASADENA, CA) April 20, 2019 – AbilityFirst, which provides programs and services to help children and adults with disabilities reach their greatest potential, will sunset its signature event Stroll & Roll. In its decision, AbilityFirst announces plans to unveil a new and expanded event: **AbilityFEST**.

AbilityFEST will build off the success of Stroll & Roll over the last decade – including its record breaking \$1 million raised in 2018 - and will engage AbilityFirst friends, families and supporters with its mission in an enhanced, more meaningful way.

AbilityFEST will be a free event, open to the public and will take place on Saturday, July 13, 2019 8AM-2:30PM at the Los Angeles State Historic Park. This exciting new event will celebrate inclusion and diversity, recognize supporters and include an optional walk/stroll/roll earlier in the day. The event will also have an expanded interactive expo area, with more than 30 unique vendors and attractions like an adaptive rock-climbing wall, carnival-inspired games and activities, live entertainment, food trucks, and plenty of fun for the entire family. VIP packages will be available for purchase and include reserved (tented) seating, catered meals and exclusive incentives/giveaways.

The shift of Stroll & Roll to AbilityFEST is part of a bigger strategy for AbilityFirst fundraising that includes year-round engagement and mission-driven experiences for supporters. Rather than fundraising for a single event like Stroll & Roll, AbilityFirst encourages participants, families and friends to get involved in a more personal way - by sharing their individual stories through a new, online peer-to-peer fundraising platform and campaign called, #MyAbilityFirstStory.

Businesses and business owners in the community can partner with AbilityFirst through an expanded cause-marketing/co-branding program, designed to increase visibility and exposure for both the business and AbilityFirst's mission of *looking beyond disabilities, focusing on capabilities and expanding possibilities*.

AbilityFEST single tickets for select games, attractions and food will be available for purchase along with sponsorships and VIP packages. Registration is free but, required.

Subaru of Glendale is this year's presenting sponsor and event production is by Innovate Marketing Group, based in Pasadena.

To learn more about all the unique opportunities, please visit www.abilityfirst.org/events or contact Senior Director of Communications & Events, Rebecca Haussling 626-639-1745 or rhaussling@abilityfirst.org

To learn more about how to share your #MyAbilityFirstStory, visit <https://www.abilityfirst.org/get-involved/mystorypage/>

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About AbilityFirst

AbilityFirst provides a variety of programs that have a common mission: to help people with disabilities realize their full potential throughout their lives. As we celebrate more than 92 years of service, we are focusing our efforts on programs that are proven to have the greatest impact on a person's success: basic life skills enhancement through our children's and adult programs; higher education and employment readiness; and, independent living and social and recreational programming. AbilityFirst looks beyond disabilities, focuses on the capabilities of each individual and breaks through any preconceived limitations, opening up a world of possibilities. Preparation, socialization, communication, education – all leading to helping people achieve their personal best.