



8138 Mar Vista Court
Riverside, CA 92504
(P) 951.688.5141
(F) 951.688.7207
NineZeroGames.com

Press Release

For Immediate Release

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Contact:

Jeanne Ramirez or Mark Cloud
The Arc of Riverside County
(951) 688-5141
jramirez@arcriderside.org
mcloud@arcriderside.org
NineZero.org/games

Lamar Sign Company helps Promote Large FASD Prevention Fundraiser

Riverside, CA – Lamar Advertising Company, an outdoor advertising company specializing in billboard displays, has agreed to use several of its billboards to promote a fundraiser for The Arc of Riverside County taking place at venues throughout Beaumont and Banning on October 11 and 12.

The event, called the NineZero Games, will include a golf tournament on one of the Southern California's finest courses (Oak Valley Golf Club), an official World TeamTennis tournament for players of all levels and a tennis camp for those with and without disabilities who want to learn to play, a morning scenic NineZero Walk-A-Thon for everyone, a healthy lifestyles family faire, a Fetal Alcohol Spectrum Disorders prevention conference, an Off The Bounce Soccer tournament, and more. After the event, people will come together for a dinner and program to celebrate the participants, acknowledge sponsors and affirm The Arc of Riverside County's commitment to people with developmental disabilities.

Money raised from the NineZero Games will be used to fund FASD prevention activities and programs of The Arc of Riverside County. Proceeds will also benefit individuals with many different developmental disabilities that The Arc of Riverside County serves throughout the county – including the Pass Area, Moreno Valley and services in and around Riverside city.

Three of the signs Lamar has donated are digital displays located along freeways throughout the Inland Empire. Each digital board has two sides and will feature six NineZero Games displays from now until the start of the event. The boards are located at the Green River exit of the 91 freeway, on the 10 Freeway in Rialto .2 miles West of Riverside Avenue, and on the 15 Freeway at the Ontario exit in Corona.

The Arc of Riverside County anticipates that the signs will be a significant help in publicizing the NineZero Games along with the prevention of FASD – the number one cause of mental retardation in the United States.

The Arc of Riverside County's NineZero Project features a peer-to-peer training curriculum that is now being offered for free to all Riverside County high schools called Fetal Alcohol Spectrum Teaching and Research Awareness Campaign (FASTRAC). The campaign also uses public service announcements featuring Olympic athletes and everyday people concerned about FASD, an interactive Web site (www.NineZero.org), and NineZero promotional items geared toward teens and young adults like T-shirts and tank tops as well as temporary tattoos.

The Arc of Riverside County is a 54 year-old nonprofit organization that provides services, supports and advocacy for individuals with intellectual and developmental disabilities and their families throughout Western Riverside County, and is located at 8138 Mar Vista Court, Riverside, CA 92504.

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