**** PRESS RELEASE

United Way of Cumberland County

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FOR IMMEDIATE RELEASE:

How would you like to rappel from the side of a building? Fundraising can sometimes be a tall task, but on March 11, 2023, United Way of Cumberland County is taking fundraising to new heights with Over the Edge - an innovative fundraising event presented by [BUILDING AND PRESENTING SPONSOR]. The event will see [MAX#] thrill-seeking participants rappel [##] stories down the [BUILDING], [OPTIONAL BUILDING FUN FACT]. Each participant must raise a minimum of $1,200 in donations for United Way to be eligible to rappel.

[INSERT QUOTE FROM THE BUILDING AND/OR PRESENTING SPONSOR]

Over the Edge is a day-long event, which runs from [RUNNING TIME], at the [BUILDING]. Family, friends and spectators are invited to come down and support participants and enjoy [OTHER THINGS AT THE GROUND PARTY].

Event registration is now open. Register today at unitedway-cc.org.

The event is open to all ages. Participants under the age of 18 must be accompanied by a legal guardian, and all participants must be within the 100 to 300 pound required weight range (as per Over The Edge safety standards). If you have any questions about special accommodations for participants with special needs, severe health complications or allergies, and more, please reach out to Melissa at melissareid@unitedway-cc.org.

Over the Edge is a special events company that provides signature events for non-profit organizations across Canada and the United States. Over The Edge and their team of Certified Rope Access Technicians have helped raise over $100 Million with non-profit partners, hosted over 1000 rappelling events, and maintained a spotless safety record through their 10 years of operation.

[Insert quote from senior leader on thoughts/excitement about the event]

For more information go to unitedway-cc.org