



NEWS RELEASE

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For Immediate Release

END IT! for Autumn Color Run Set for April 21 in Orange City

Orange City, IA. – The 3rd Annual END IT! for Autumn Color Run/Walk will take place on Saturday, April 21, 2018 at Veterans Park in Orange City, IA.

Last April over 300 adults and children participated in the 2nd END IT! for Autumn Color Run and \$15,000 was raised for Camp Autumn. Services began at Camp Autumn on June 5, 2017, with nearly 150 children participating in the first nine weeks of summer day camp sessions.

The proceeds of the 3rd Annual END IT! for Autumn Color Run will benefit Camp Autumn by providing scholarships for children to attend this unique therapeutic camp.

"Camp Autumn provides a fun, safe, and healing camp experience for children with behavioral health concerns," said Christina Eggink-Postma, VP of Program Coordination and Compliance at Seasons. "We are so grateful to the organizers of the Color Run and the many community members who attend the event for making Camp Autumn possible for so many kids!"

Registrations are now being accepted for the April 21 Color Run by visiting <https://register.chronotrack.com/r/37031>. Those who register before April 10 will get the early bird price and a long-sleeve shirt. The run begins at 9:30 AM in Veterans Park. A free kid's carnival and food will follow the event.

The END IT! for Autumn Color Run is a fundraiser coordinated by community members: Cindy Cleveringa, Amy Cleveringa and Erin Emmelkamp.

"The END IT! for Autumn Color Run is named in honor and memory of Autumn Elgersma, but child abuse has many names. It is the name of every child who is a victim of abuse," said Cindy Cleveringa, one of the organizations for the END IT! for Autumn Color Run. "Our goal is to not only raise money for scholarships for youth to be able to attend Camp Autumn, but also to create awareness of child abuse. We need to support children and families who are affected by child abuse. Sadly, child abuse can happen in any community. Join us as we stand together to end child abuse!"

For more information on this event or services provided by Seasons, Autumn's Center, and Camp Autumn, please visit our website at: www.seasonscenter.org or call 1.800.242.5101.

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Founded in 1959, Seasons Center for Behavioral Health continues to be a leading, comprehensive behavioral health center in the northwest region of Iowa. Offering a broad range of behavioral health Services, Seasons recognizes that investing in behavioral health is investing in a community's economic, education, health and human services systems. Seasons strives to empower individuals so they might become active, contributing members of their communities. For more information on Seasons' services, please visit www.seasonscenter.org or call 1-800-242-5101.

Avera is a regional partnership of health professionals who share support services to provide excellent care at 300 locations in 100 communities in eastern South Dakota and surrounding states. Our ministry, our people and our superior values distinguish Avera. We carry on the health care legacy of the Benedictine and Presentation Sisters, delivering care in an environment guided by our values of compassion hospitality and stewardship. Avera employs more than 13,500. Inpatient, outpatient and clinic visits totaled nearly 2.5 million in the last year, a number equal to more than twice the population of the Avera service area. For more information please visit www.avera.org.