

# ***News Release***

**Lifeline for the Empowerment and Development of Consumers, Inc.**

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**Lifeline, Inc. Set to Celebrate March Mania on March 6  
January 30, 2009**

**PAINESVILLE, Ohio**— In celebration of college basketball's exciting conclusion, Lifeline, Inc. invites you *to come hoop it up with us* at March Mania, our unique new fundraising event, on Friday, March 6. The event, which will be held at the Holiday Inn Express Hotel & Suites LaMalfa, will raise funds to help Lake County's vulnerable populations obtain assistance in the areas of healthcare, housing and education so that they can achieve self-sufficiency. Doors will open at 6:30 p.m.

The event will feature entertainment by The Girls and will include the inaugural Free Throw Frenzy Competition and Slam Dunk Cornhole Competition, in addition to a variety of raffles and an all you can eat - all night dinner and dessert buffet and open bar. A silent auction will also be held and many fine gifts have already been donated by over 40 businesses such as Southwest Airways, Ballantine, Alpine Valley Ski Area, the Lake Metroparks, Curves, the Lake County Captains and Cleveland's Improv Comedy Club.

"I am very pleased and excited about this event" said Erin Johnson, Lifeline Board member and Fundraising Committee Chair. "Lifeline is a small agency that provides invaluable support to our diverse community. This event will prove to be a successful step towards promoting growth and partnership within Lake County and most importantly for those in need."

Lifeline would like to thank the local businesses who have made March Mania possible through their sponsorship. March Mania 2009 sponsors include Active Plumbing Supply Company, Adrienne Jane Design Services, HzW Environmental Consultants, LLC, Lakeland

Community College, Lake Hospital System, MC Sign Company, Network Results, Inc., Painesville Dental Group, Spee-D-Metals, The Girls and Zito Insurance Agency. Sponsorships are still available to area businesses or individuals and package information can be obtained by contacting Lifeline Executive Director, Carrie Dotson at (440) 354-2148 or checking the fundraising page of Lifeline's website at [www.lclifeline.org](http://www.lclifeline.org).

Tickets for March Mania are \$60 for an individual ticket and \$110 for couples. Corporate tables are available for \$440 for eight tickets. The RSVP deadline is February 20. All reservations can be made by contacting Dotson. Additional details on March Mania can be found at [www.lclifeline.org](http://www.lclifeline.org) on the fundraising page.

Lifeline for the Empowerment and Development of Consumers was founded in 1973 with the mission of helping Lake County residents by providing them assistance and life skills programming that is designed to increase self-sufficiency. In 1980 Lifeline became a participating agency of the United Way of Lake County, UWLC, and in 1987 was designated a community action agency by the Ohio Department of Development, ODOD.

Today Lifeline continues with the same mission of helping Lake County's low-income residents break the cycle of poverty and make the transition from agency-dependency to self-sufficiency. Lifeline's current programming includes services in the health, housing and family development areas. Our motto is 'first to help, then to teach.' Lifeline is currently funded by the UWLC and by grants through the ODOD, the City of Mentor, the Lake County Board of Commissioners, the Western Reserve Junior Service League, the CVS Foundation, the Ohio Housing Trust Fund, the Bikers Aiding Local Diabetics and through private donors.