

News Release

Lifeline for the Empowerment and Development of Consumers, Inc.

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Lifeline, Inc. Set to Celebrate March Mania on March 11 February 1, 2011

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 annual fundraising event, on Friday, March 11. 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, energy and education/job training so that they can achieve self-sufficiency. Doors will open at 6:30 p.m.

The event will include the annual 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 The Cleveland Indians, Lake Metroparks, Quail Hollow Country Club, Rider's Inn and Cedar Point.

"I am so thrilled with the success of this event and I look forward to future success for Lifeline, Inc.," said Erin Johnson, Lifeline, Inc. Board member and Fundraising Committee Member. "March Mania provides an opportunity to share the importance of taking action in our community and to educate all involved on the programs Lifeline has available to do so."

Lifeline would like to thank the local businesses who have made March Mania possible through their sponsorship. March Mania 2010 sponsors include Lakeland Community College, The Lubrizol Corporation-Painesville, Sievers Security and Priority Home Health Care, Inc 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.

Tickets for March Mania are \$60 for an individual ticket and \$110 for couples. Corporate tables are available for \$550 for 10 tickets. The RSVP deadline is February 26. All reservations can be made by contacting Dotson. Additional details on March Mania can be found at www.lclifeline.org on the fundraising page or by searching Lifeline, Inc. on Facebook.

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, energy and consumer education areas. Our motto is 'first to help, then to teach.' Lifeline is currently funded by the UWLC and by grants through the ODOD, the Lake County Board of Commissioners, the Western Reserve Junior Service League, the CVS Foundation, Bikers Aiding Local Diabetics and through private donors.