



United Cerebral Palsy of Central Arizona Launches 2010 Awareness Campaign

-- *"Donate Today" to Raise Awareness, Funds for Children and Adults with Disabilities* —

PHOENIX, April 19, 2010 – Small donations make a big difference; just ask five-year-old Victoria, the adorable, playful “ambassador” of United Cerebral Palsy of Central Arizona’s Valleywide campaign to raise important awareness of its cause and increase donations that go toward providing vitally needed services for Victoria and thousands of other children and adults with disabilities.

The “Donate Today” campaign, created by Barclay Communications, features vibrantly-designed billboard and transit shelter ads, as well as 30-second radio and movie theater screen spots. With the tagline “Your Small Change Makes a Big Difference,” UCP also recognizes the support of its largest sponsor. Last year, at a time of economic distress, Circle K, its partners, employees and customers stepped up and raised more than \$3 million for UCP of Central Arizona and Southern Arizona through in-store canister collections. The Circle K contribution is helping to provide more than 100,000 hours of training, therapy and early intervention services for children, adults and their families.

The hopeful, but vital call-to-action is communicated through Victoria’s image and voice. She was diagnosed with cerebral palsy at nine months, wears braces on both feet and, at times, uses crutches. Though it affects her walking, it doesn’t get in the way of her purpose. Victoria’s goal when she grows up is to help others as a speech therapist. An estimated 775,000 people in Arizona have a disability. UCP of Central Arizona continues to provide comprehensive services to more than 3,000 children and adults annually.

While UCP is among the nation’s top 10 health charities, many less visible, local nonprofits are struggling without substantial marketing to compete for attention and funds. Through its “Donate Today” initiative, UCP’s mission to advance the independence, productivity and full citizenship of people with disabilities can be shared with the greater community.

About United Cerebral Palsy of Central Arizona

United Cerebral Palsy of Central Arizona is an affiliate of one of the nation’s largest health charities. Since 1952, the nonprofit health and human services organization has served children and adults with disabilities through therapies, independent living services, inclusive and integrated educational based programs, innovative social opportunities and basic research. UCP of Central Arizona provides comprehensive programming annually to more than 3,000 children and adults with a range of disabilities including cerebral palsy, autism, Down syndrome, developmental delays and learning disabilities.

###