

News Release

Lifeline for the Empowerment and Development of Consumers, Inc.

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Lifeline, Inc. Set to Celebrate March Mania on March 7 February 7, 2014

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 7. 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, education/job training and information and referral services 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, including two timeshare vacations, sports memorabilia and tickets and electronic items.

"March Mania is a fun, exciting night for all and I truly enjoy sharing the events of the evening with friends," said Joyce Bates, Board Member and Fundraising Committee Chair for Lifeline. "It provides a wonderful opportunity for the community to not only support Lifeline's programs, but to discover the needs of the people of Lake County. I look forward to the success & growth of March Mania."

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 \$600 for 10 tickets. The RSVP deadline is February 21. 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. In 2008, Lifeline was designated as a mental health agency by the Ohio Department of Mental Health.

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 healthcare, housing & energy assistance, information & referral services and consumer education & job training areas. Our motto is 'helping people, changing lives.' Lifeline is currently funded by the UWLC and by grants through the ODOD, the Lake County

Board of Commissioners, the Lake County ADAMHS Board, Lake County Department of Job & Family Services, the City of Mentor, the Western Reserve Junior Service League, the CVS Foundation, Bikers Aiding Local Diabetics and through private donors.