

NEWS RELEASE

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New Avenues is going to be “Rockin’ with the Stars” at their annual Holiday Ball

FOR IMMEDIATE RELEASE

CLEVELAND, OH, September, 2011 – “Rockin’ with the Stars” is the theme for New Avenues to Independence’s annual Holiday Ball this year. Plans are underway to make this the most memorable ball ever. It will take place on Monday, December 5th at Holiday Inn Express Hotels & Suites LaMalfa in Mentor. For the over 600 individuals with disabilities that New Avenues serves, this is the most anticipated event of the year. It is an opportunity to bring an evening of joy and happiness to these deserving individuals during the holiday season.

Attendees will enjoy a cocktail hour complete with hors d’ oeuvres and live music from 6-7PM. The dinner will be a gourmet buffet including dessert starting at 7PM. After dinner there will be a recognition presentation, dancing and entertainment that will go until 10PM. There’s even a rumor going around that Santa may make a stop to do some of his own rockin’ with New Avenues’ stars.

Sponsors are being solicited because this event is funded entirely by donations. The benefits of sponsorship for corporations, individuals and families are recognition in all marketing materials to various degrees by contribution and tickets to the Ball.

New Avenues is committed to assisting their individuals to live as independently as possible. The Holiday Ball helps these determined men and women build their self-esteem, strengthen their social skills and enhance their sense of well-being.

For more information or tickets, contact Heidi Lamb, 216-481-1909, ext.221, hlamb@newavenues.net.

About New Avenues to Independence

New Avenues to Independence, Inc., is an organization that proudly provides support services, programs and opportunities for people with disabilities to become more independent and productive members of the community. For more information, contact Karen Knavel, 216-481-1909 ext. 224, kknavel@newavenues.net, www.newavenues.net.