



March 14, 2020

for immediate release

“Kevin’s Longest Morning 2020 Supporting Rotary4Kids”

As a result of the escalating threat posed by the Coronavirus (COVID-19) and with a concern for the well-being of our radio team, families and Rotary volunteers, we have at this time elected to postpone “Kevin’s Longest Morning” in support of Rotary4Kids.

This popular event had been scheduled to run March 26th and 27th from Canadian Tire on McKeown Avenue and feature Kevin Oschefski of radio station KISS 100.5, who spends 29 hours in succession promoting Rotary and raising money for Rotary4Kids. A reschedule date has not yet been determined.

But our need for funding to support our efforts to help special needs families continues. So, although we will be off the air in March, our Rotary4Kids electronic appeal to past donors via email and social media is still underway. In fact, R4K’s runs all year.

Donations can be made online now, or anytime throughout the year, at www.rotary4kids.ca

Rotary4Kids Chair, Jeff Rogerson, stated “Since its inception, the fundraiser has raised over one million dollars that has gone towards numerous Rotary Children’s Committee projects such as the purchase of assistive devices, home renovations, vehicle conversions, enrollment into various programs, assistance to cover uninsured medical costs and out of town travel and funding for special needs teams, just to name a few”. The committee also provides approximately \$30,000 in funding on an annual basis to NADY.

Rotary Club President Angela Knight van Schaayk added, “The success of this fundraiser would not be possible without the very generous support of individuals and families, and so many organizations and businesses, both large and small, in our community”.

For more about Rotary visit – www.rotaryclubofnorthbay.org.

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For additional information, please contact:

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