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FOR IMMEDIATE RELEASE

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PREVENTION FIRST AMANDA FAITH REO MEMORIAL WALK MOVES TO PIER VILLAGE

Ocean Township, NJ, August 19, 2010 – On Sunday, September 12, 2010 at 3:00 pm on the boardwalk at Pier Village in Long Branch, Prevention First will be hosting the Fourth Annual Amanda Faith Reo Memorial Walk. The event aims to raise \$10,000 in Reo's name to support Prevention First's violence and substance abuse prevention programs, and to raise awareness among teens about the dangers of dating abuse.

At this year's event, prizes will be given to the fastest walker, the walker who goes the longest distance, the individual who helps raise the most money, and the team that helps raise the most money. Walk participants can form teams of five so they can walk alongside of their friends, family and co-workers and reach their fundraising goals more easily. Walkers can also get sponsored this year to help reach fundraising goals. For every mile a participant or team walks, sponsors pledge to donate a certain amount in his or her name. There will also be a snail race, with prizes for 1st, 2nd and 3rd place, and a choir for entertainment.

Amanda Faith Reo was a vibrant 17-year old from Farmingdale, New Jersey. She was a soulful young woman with a great sense of humor, and continues to be greatly missed by her family and friends. Prevention First began the five-mile walk in 2007 to commemorate Reo. First year attendance included over 125 participants, approximately \$7,000 was raised.

Pier Village is located at One Chelsea Avenue in Long Branch, NJ. Participants can register online at www.preventionfirst.net. Registration fees are \$20.00 per adult and \$10.00 per child, ten and under. Sponsorships for this event are also available online.

For further information, contact Michelle Cicalese at 732.663.1800, ext. 219 or visit www.preventionfirst.net.

About Prevention First -- Prevention First is a 501(c)(3) nonprofit agency and Registered New Jersey Professional Development Provider, providing students, parents and professionals with

research-based prevention education programs to help children successfully handle difficult everyday situations as well as extraordinary challenges such as violence and substance abuse.

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