

# News Release: Manatee Glens

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## MANATEE GLENS WINS BEST OVERALL CAMPAIGN IN THE 36-HOUR GIVING CHALLENGE

(Bradenton, FL)... Manatee Glens launched the “Step Up and Walk in My Shoes” Sexual Assault Awareness campaign as part of the 36-Hour Giving Challenge, March 5 and 6, 2013. The independent panel of judges, comprised of members of the local media, was unanimous in its decision. The 36-Hour Giving Challenge gives Manatee Glens a \$5,000 grant in recognition of this.

The judges stated, “The strength of the awareness campaign was significant — prior to engaging through the Giving Challenge, none of the committee was even aware that the organization handled rape crisis treatment, only knew of the substance abuse treatment. We think that the opportunities they utilized to shore up their staff engagement, to ensure their board participation and to reinforce their important partnership with the Sheriff’s office stood out to not only raise the value of the organization in the eyes of their community but also to bolster this organization from this day forward. We were impressed with their social media engagement as well. We think the strength of this campaign shows every sign of motivating this team to be one of your top contenders financially next year.”

“We are so grateful to the Community Foundation of Sarasota County and all those involved in the 36-Hour Giving Challenge. They were enthusiastic, supportive, encouraging and helpful. We not only exceeded our fundraising goal, we also greatly increased awareness of the problem of sexual assault in our community and encouraged a conversation of this important subject,” stated Manatee Glens Chief Development Officer Janet Ginn. “Because of these donations and this grant we will be able to better serve more men, women, teens and children as they step through their journey from victims to survivors.”

The campaign featured photos of community leaders sporting tennis shoes with teal laces. (Teal is the color of the Sexual Assault Awareness ribbon). Participants include Manatee Sheriff Brad Steube and Major Connie Shingledecker; Retired NBA Referee, author and speaker Bob Delaney and his wife, Billie; BB&T Area Executive David Brooks, CFA; Realtor® Craig Cerreta; United Way Vice President Community Impact Bronwyn Beightol; Lakewood Ranch Community Activist Don O’Leary, Bright House staff members Leah Brown and Ken Followell; On A Shoestring Staff, Southeast High School Key Club; the Manatee Young Professionals; and the Manatee Glens Board of Directors, President/CEO Mary Ruiz and staff

On A Shoestring donated hundreds of teal laces and hosted a pre-event Fun Run/Walk on March 4. The campaign also included a Zumba class in the Manatee Glens Rape Crisis parking lot. Staff dropped off cookies with teal ribbons to the Manatee Sheriff’s Office to thank them for their continued work with the Rape Crisis program. There was also an ongoing Facebook, Twitter and e-mail campaign to showcase the photos and statistics. Manatee Glens finished the 36-Hour Giving Challenge by posting a celebratory video of staff members dancing to “Walking On Sunshine.”

While the 36-Hour Giving Challenge is over, the Awareness Campaign continues. April 1 is Sexual Assault Awareness Day, and Manatee Glens will host Lauren Book, founder of Lauren’s Kids and Walk in My Shoes

2013 for an educational panel discussion and a public rally. On April 4, 2013 Manatee Glens hosts its annual Champions For Children breakfast which will feature a teen survivor of sexual assault.

*The 36-Hour Giving Challenge is made possible by presenting partners Community Foundation of Sarasota County and The Patterson Foundation, with support from sponsors: Gulf Coast Community Foundation, Manatee Community Foundation, Charlotte Community Foundation and the William G. and Marie Selby Foundation.*

*Reporters who want more information about Manatee Glens, or to schedule an interview with Mary Ruiz, President/CEO, please call 941-782- 4320 or e-mail [Sondra.guffey@manateeglens.org](mailto:Sondra.guffey@manateeglens.org) or visit [www.manateeglens.org](http://www.manateeglens.org).*

Manatee Glens is a specialty hospital and outpatient practice in the Tampa Bay area treating mental health and addictions in youth, adults and seniors.

Photo: Manatee Glens Chief Development Officer Janet Ginn, with a painting created for the campaign by local artist Dawn Villone and teal laces from On a Shoestring that promoted the 36-Hour Giving Challenge.