



News Release

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FOR IMMEDIATE RELEASE

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Triathlete Tackles Ironman to Raise Money for Family Service, Inc.

Lawrence, MA – When Jocelyn Cascio sets out to compete at the Ford Ironman Triathlon in Coeur d'Alene, Idaho, on June 21, 2009, her motivation isn't just to complete the 2.4 mile swim, 112 mile bike and 26.2 mile run, she's also racing to raise money to benefit local children and families.

This will be the Lawrence native and Haverhill resident's third time racing the Ironman triathlon distance since 2005 and each time, she has raised money for local charities. She chose to use this opportunity to raise funds for Family Service of Lawrence after volunteering with the organization to train inner-city kids to complete a duathlon (run-bike-run) in 2008. Her running and triathlon clubs (Merrimack Valley Striders and TriFury) will be leading this year's kid's duathlon the same weekend she does the Ironman.

"It was both humbling and exciting to see the looks of accomplishment and pride on each athlete's face as they crossed the finish line" says Cascio. "They worked hard to train for a lofty goal and were ecstatic when they achieved it, which is exactly how I feel when I finish Ironman!"

Janus Capital's Charity Challenge program makes it easy for athletes to raise funds and also gives extra incentive by making additional contributions to the beneficiaries of the 50 top fundraisers at each race. Cascio hopes to again be among the top 20 fundraisers this year and raise at least \$5,000 to support Family Service. As of June 3rd, she was almost half way to that goal.

Family Service, Inc. is a non-profit social service agency located in Lawrence, MA. The organization provides over 20 programs to the Greater Lawrence community, including after-school youth development, parent education, mental health counseling, advocacy for abused and neglected children and suicide prevention. To find out more about Family Service or to make a contribution to Cascio's triathlon fundraising, please contact Lori Howe at 978-327-6639 or lhowe@familyserviceinc.com.

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