



PRESS RELEASE: FOR IMMEDIATE RELEASE

Organization: **The Cove Center for Grieving Children**
Coordinating Office
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SUNDAY OCTOBER 21, 2018		MADISON, CT Returning to Hammonasset Beach State Park. New - BURT TRAIL
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The Cove Center for Grieving Children Announces the 21st Annual Run for The Cove

EVENT: **The 21st Annual "RUN FOR THE COVE"**
5K Race, 2 Mile Memorial Walk, Kids Fun Run

DATE: **Sunday, October 21, 2018**

TIME: *9:00 am – 12:00 noon*

LOCATION: **Hammonasset Beach State Park, Madison, CT 06443**

INFORMATION AND REGISTRATION:

By Phone: (203) 634-0500 **Video of Race:** <https://vimeo.com/145301840>
Online: www.covect.org/race

The 21st Annual Run for The Cove will be held at Hammonasset Beach State Park, Madison, CT on Sunday, October 21, 2018. This annual event raises funds to support Cove programming statewide. This year the race returns to its traditional location with a beautifully refurbished Hammonasset Beach State Park. The Certified 5K Race is entirely on the new BURT paved Trail (100% off road) running along the water to Meigs Point. The 2 Mile Memorial Walk is also on the Burt Trail and Boardwalk with scenic beach views. The Kids Fun Run is held on an all grass special course. Come, support a great cause and share in the fun with family and friends! This the Cove's 21st Race and 23rd year of The Cove's service to Connecticut's Grieving Children and Teens.

Run or Walk in Memory of Someone You Love

- Race Co-chairs, Bruce McIntyre and Doug Palmer are residents of Madison, CT and encourage your participation.
- This annual event brings individuals, teams and families who want to support the mission of The Cove to "provide hope and healing to grieving children". This is the largest fundraiser for the organization and helps to provide free services to children and families grieving the death of a loved one at The Cove Family Sites in Meriden, Guilford, New Haven, West Hartford, Stonington, Easton serving Newtown/Fairfield County and

East Hartford Connecticut. These funds also support a free 3-day bereavement camp; Camp Erin Connecticut, and community outreach efforts.

Join sponsors, donors and participants to support this event to benefit The Cove Center for Grieving Children. The Cove is seeking sponsors, individuals, families and teams to sign up today to participate in this wonderful family event. Volunteer opportunities are also available.

- Walk or run a through scenic Hammonasset Beach State Park. USATF Certified 5K Course.
- Pre-registration fees: 5K Run - \$25, 2 Mile Walk - \$20, Fun Run - \$8
- Day of Race fees: 5K Run - \$30, 2 Mile Walk - \$25, Fun Run - \$10
- 5K - Prizes awarded to top 3 male and female runners in nine age categories.
- Pre-registrants receive a Run for The Cove T shirt!
- Pre-registered Kids' Fun Runners will receive a commemorative medallion.
- The Cove Race/Walk will take place Rain or Shine. *Sorry, no refunds.*

Fundraising: You can help The Cove to *"provide help and healing for grieving children"* through your participation. Please help us reach our goal of raising \$200 per participant. The 2018 event goal is \$100,000. "Fundracers" are eligible for incentive gifts at 7 different levels.

- Help recruit teams of friends, neighbors, co-workers, athletic teams and community partners.
- Ask family members, friends and co-workers to pledge you.
- Invite your employer to help sponsor the event.
- Post an informational poster in your breakroom at work.
- Create an on-line fundraising page at active.com.
- Donate online today at www.covect.org/race

Call The Cove Coordinating Office at (203) 634-0500 for help with online fundraising questions.

INFORMATION ON THE ORGANIZATION:

The Cove Center for Grieving Children, a volunteer-driven program developed by the New England Center for Loss and Transition, was started in Guilford, Connecticut, in 1995 by Jim and Mary Ann Emswiler and therapist Renée McIntyre. The Cove was separately incorporated as a 501 (c)(3) organization in 1998.

For 23 years, The Cove has provided programs that have helped children and their families deal with the grieving process. These support initiatives were designed to create a positive change with real results. These initiatives include: helping children understand the grieving process, how to communicate openly, how to ask for help, how to avoid the negative effects of unresolved childhood grief and, most importantly, to help them understand they are supported and served in a safe and healing environment.

Today, there are 7 Cove sites throughout the state serving hundreds of grieving children and family members through regular support sessions. The Cove also offers an outreach program that touches an additional 1,500 individuals in the State of Connecticut each year through community education, professional training, consultation and referral. The Cove in Schools Program provides a "train the trainer" model, allowing schools across the state to incorporate grief peer groups into their support systems for grieving children at school.

The Cove is honored to partner with The Moyer Foundation to provide a free bereavement support camp experience at Camp Erin® Connecticut for grieving children throughout the state of CT. Camp Erin® is part of a national network of over 45 camps designed to provide a fun, meaningful camp experience for grieving children and teens ages 6-17 years of age. The Cove hosted their 6th annual Camp Erin® in June of 2018 and proceeds will help to support camp in 2019. For more information on Camp Erin CT, visit www.covect.org/camp-erin-ct. This webpage also contains a video on Camp Erin CT.

The Cove provides free services to families and relies on individual, corporate and foundation support to fund our programs.

END OF RELEASE

Interview and photos available upon request.

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