



Administrative Offices: 319 W. Washington Avenue, Suite 2 • Post Office Box 389  
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Please visit our website: [www.arcwarren.org](http://www.arcwarren.org)

**For Immediate Release:**

**Help Make This Year's Radiothon for The Arc of Warren County with WRNJ Virtually Fantastic!**

**The 29<sup>th</sup> Radiothon Will Be Held on June 17, 2020**

**Washington, N.J., April 15, 2020** – In this climate of uncertainty, The Arc of Warren County is still committed to providing services to our consumers and residents who have intellectual and developmental disabilities. The children enrolled in our Early Intervention program are still receiving services virtually in order for them to achieve their best developmental outcomes. The residents in our Community Living Arrangements programs are still receiving quality care 24 hours a day, seven days a week. Essential services are provided to many of our people who live independently in our community. Despite the turmoil that is going on around us, all of our facilities still need maintenance and upkeep. Now more than ever, we need your assistance! Will you help make this year's Radiothon for The Arc of Warren County with WRNJ **virtually fantastic?**

The countdown begins today until June 17, 2020 when WRNJ radio will devote the whole day to sharing stories about the impact of The Arc of Warren County's work with individuals with developmental and intellectual disabilities, from families, consumers, community leaders and employees. This initiative is a 29-year tradition that was originally managed by longtime Arc Foundation Executive Director, Kevin Guyette, who passed away in October 2018.

The emphasis will be on peer-to-peer fundraising through the following website page: [radiothon2020.arcwarren.org](http://radiothon2020.arcwarren.org). The Arc of Warren County is seeking members of the Radiothon team to

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help with this initiative virtually. In addition, any donation of \$500 or more is considered a sponsorship and the company's logo will be featured on the leaderboard.

The 2020 Radiothon will be co-chaired for the second year by Jim Travis of SASCO Otterstedt Insurance, and Norman Worth, President and Managing Partner of WRNJ Radio. Both Travis and Worth have advocated for the organization and individuals with developmental and intellectual disabilities for over 30 years. Travis serves on the Board of Directors for The Arc of Warren County and both Travis and Worth are long-time members of the Hackettstown Rotary Club and serve on the Advisory Board for Atlantic Health's Hackettstown Medical Center.

"We are so pleased that Norman Worth and Jim Travis will be co-chairing this initiative again this year," says John Whitehead, CEO of The Arc of Warren County. "They have been incredibly supportive of this organization and we are so thankful for their continued dedication throughout the years. Thank you to everyone who has supported us in the past. If you can continue that support, we will be extremely grateful."

During this period leading up to Radiothon, members of the Radiothon team will be contacting their peers to encourage donating to the organization through phone calls, letters and online giving. On the actual day of Radiothon, the Radiothon team will continue to call their friends and colleagues from Mama's Café Baci in Hackettstown (pending its opening to in-person dining), or in the comfort of their own office, to encourage them to donate. The Arc of Warren County will utilize an online giving tool

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starting today that will allow supporters to donate, plus share the page with individuals in their network. Results from the efforts will be reported on-air throughout the day.

“The Arc of Warren County Radiothon has been a tradition that remains to be extremely successful,” says Worth. “We did very well last year when we honored the memory of The Arc’s longtime Foundation Director Kevin Guyette who was a cherished colleague and friend. We would like to continue our good work with our Radiothon efforts and help continue funding the programs of The Arc of Warren County.”

Interested individuals can read about the 60-day countdown to Radiothon online and, again, individuals can utilize The Arc of Warren County’s giving tool by visiting [radiothon2020.arcwarren.org](http://radiothon2020.arcwarren.org)

Those who are interested in supporting Radiothon or becoming members of the Radiothon team are also encouraged to contact Annamaria Lalevee, Director of Public Relations and Fundraising, at The Arc of Warren County, at (908) 223-0884 or at [ALalevee@arcwarren.org](mailto:ALalevee@arcwarren.org)

### **About The Arc and The Arc of Warren County**

The Arc is a national organization that serves individuals with developmental and intellectual disabilities and their family members since 1950. The Arc of Warren County is one of 700 chapters of The Arc and serves more than 1,100 people annually for the past 65 years. Programs include residential group homes and supervised apartments, day services, community-based supports, advocacy services, recreation and summer camp, Special Olympics training, early intervention and a wide variety of additional social services.

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### **About WRNJ Radio**

WRNJ (104.7, 92.7, 105.7 FM and 1510 AM) is known as “Northwest Jersey’s Own” and has been instrumental in helping raise over \$1.5 million for the Arc of Warren in the course of 28 Radiothons since 1990. The station’s format features strong local news content augmented by the ABC Radio News Network. WRNJ is well known for its community involvement with strong personalities and features a music blend that combines “Today’s Hits & Yesterday’s Favorites.” WRNJ has been broadcasting locally since 1976 and is owned by Norman Worth and Larry Tighe.

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