



Office of
Community Relations

North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

- What:** Thousand Oaks Great Strides 5K Walk Run
- Who:** Thousand Oaks Elementary friends and families, the Lone Star Chapter of the Cystic Fibrosis Foundation, and individuals from across the community will participate in the event.
- When:** Oct. 1, 8 a.m.
- Where:** McAllister Park Pavilion #4, 13102 Jones Maltsberger
Media will need to ask accompanying parents/guardians if students have permission to be filmed, photographed or interviewed.
- Why:** Thousand Oaks has partnered with the Cystic Fibrosis Foundation for several years with these walks. The Thousand Oaks Great Strides Walk will raise funds to help find a cure for the children and adults who suffer from cystic fibrosis (CF).
- Visuals:** The Thousand Oaks Great Strides Walk, emceed by News 4 WOAI anchor Randy Beamer, is a family-oriented event with kid-friendly activities, a Cutest Pooch contest for the best-dressed pets and live music.
- More:** Participants are encouraged to register for the Great Strides Walk online at www.cff.org/Great_Strides/dsp_RegistrationType.cfm
There is no registration fee for this event and all donations are 100 percent tax deductible. Ninety cents per dollar directly benefits the research and care of cystic fibrosis patients.

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About NEISD:

North East ISD has more than 70 schools and magnet programs with a fall 2011 enrollment of more than 67,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, the district earned Recognized status for the fourth year in a row.