



## FOR IMMEDIATE RELEASE

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## The Junior League of Phoenix's Touch-A-Truck Event!

*This is the second annual Touch-a-Truck Event to raise money for Junior League programs that benefit the greater Phoenix area.*

PHOENIX—The Junior League of Phoenix is hosting a “Touch-A-Truck” event on Saturday, October 18, 2014, in the Paradise Valley Mall Sears parking lot from 9 a.m. to 1 p.m.

The event will allow children to experience life-size work vehicles used in construction, as well as vehicles utilized by the military, police and firefighters. The educational fundraiser supports the JLP's goal of positively impacting the lives of children and their families. Food trucks, mascots, and other vendors will be on site to provide a fun, entertaining experience.

Gretchen Kinsella, chair of the event, said she is promising this year to be even better than last year's.

“We are excited for a bigger and better Touch-A-Truck event this year!” Kinsella said. “We have even more trucks, activities, and educational opportunities for families to enjoy together.”

The fundraiser will benefit JLP programs including ROCKETS (Raising Our Children's Knowledge by Educating Through Science), an early math and science literacy program for at-risk children, and Kids in the Kitchen, a nutritional initiative that seeks to combat childhood obesity.

“Touch-A-Truck embodies the JLP focus area of 'Building a Healthy Arizona,' Kinsella said. “Not only does it include physical and educational activities, it also allows families to spend quality time together which is healthy for everyone.”

Tickets are available for purchase on the day of the event or at [www.jlp.org](http://www.jlp.org). Tickets are \$5 a person or a family pack of five tickets for \$20. Children age two and under are free.

### About The Junior League of Phoenix

The Junior League of Phoenix, Inc. is an organization of nearly 1,000 women committed to promoting voluntarism, developing the potential of women, and improving the Valley of the Sun through the effective action and leadership of trained volunteers. Celebrating its 80<sup>th</sup> anniversary this year, JLP has invested millions in the community and contributes over 75,000 volunteer hours annually. Current League programs are structured around the JLP's focus area of “Building a Healthy Arizona.”

For more information about The Junior League of Phoenix, please visit [www.jlp.org](http://www.jlp.org) or call The Junior League of Phoenix Headquarters at (602) 234-3388.

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