

FOR IMMEDIATE RELEASE

For more information:
Susan Harms
Diabetes Youth Services,
Executive Director
419-887-8739
susan@dys4kids.org



**Diabetes Youth Services Slated to Benefit from
Hero's The Party Experience's World Record Jumping Attempt**

Toledo, OH ... February 17, 2011 – Diabetes Youth Services (DYS) is pleased to recognize Hero's The Party Experience – a company that specializes in personalized parties for children – for sharing proceeds generated from a one-of-a-kind upcoming event: Hero's effort to set a new Guinness World Record for "Longest Marathon on a Bouncy Castle." This team attempt is scheduled to begin on Thursday, March 10 at 5 p.m., culminating with the record-breaking moment on Friday, March 11 at approximate 6:30 p.m. As Susan Harms, executive director of DYS explains, support from this "Bounce-A-Thon" is truly a gift to kids throughout our area.

"Our goal is to spread the word that DYS exists as a resource, to teach awareness about diabetes, and to ultimately serve as many children and families as possible through our programs," Harms said. "DYS has always stressed recreational fun for kids living with diabetes – this family-friendly location and event really ties in with our core philosophy."

DYS teaches local children how to manage their diabetes every day. The organization has designed two summer camp programs to help support that mission, and it is expected that fifty percent of all ticket sales from Hero's Bounce-A-Thon will assist in funding the scholarship program as part of the DYS summer camps. Even better, all money raised will remain right here in our region – providing another feather in the cap for Toledo youth.

Hero's The Party Experience will be open during the entire 26-hour event with prizes, giveaways, zany games and activities. According to owner Brandi Smith, there will be face painting, balloon twisting, airbrush tattoos, rock star makeovers, crafts and more special experiences along the way, saying, "We hope to make it at least 26 hours for the record and we'll keep going from there."

Tickets are \$10 per child and adult admission is free. Cheer team members Joanna Jakubowski and Tiffany Renner from Bowling Green State University, Daniele Burkhardt and Taylor Burkhardt from the University of Toledo, and Andrew Smith from Owens Community College on as they go for Guinness immortality.

Hero's is located at 9851 Meridian Ct., in Rossford, Ohio. Doors open at 4:30 pm with continuous admission throughout the event. For additional information, call 419-873-9400. To learn more about DYS, visit www.dys4kids.org.

About Diabetes Youth Services (DYS). Diabetes Youth Services is a local, independent non-profit organization that provides educational and supportive services for youth with diabetes, their families, their schools, and communities throughout NW Ohio and SE Michigan. Services are sustained through individual, foundation, and corporate charitable contributions. All programs are staffed by experienced diabetes educators, including volunteers from the TAC-AADE. For more information about DYS visit our website at www.dys4kids.org <<http://www.dys4kids.org>> or call 419-887-8739.

DYS and Hero's value a healthy, safe environment for all children. The promotion of exercise, education and safety is top priority for both organizations. By partnering together, DYS and Hero's hope to bring awareness to a fun, safe place for kids to play as well as what Type 1 Diabetes is and all the wonderful programs and services DYS offers for families and the community.

###