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FOR IMMEDIATE RELEASE

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JERSEY CITY, NJ –Scotty Eckert, Natalia Carmo, and Helen Clark, all of Jersey City, will make a *run for the money* up one very big hill to raise money for the Animal Welfare Federation of New Jersey (AWFNJ). On June 21, they will be climbing 4,650 feet of Mount Washington as part of the Mount Washington Road Race in New Hampshire. With a peak that rises 6,288 feet, Mt. Washington is the highest mountain in the northeastern United States and known for its unpredictable weather conditions.

The Mount Washington Road Race is a competitive event that attracts so many runners, participants are chosen by lottery. Runners sometimes decide to pick a charity to support while competing in a race. So Eckert, a marathon runner for 5 years and active in animal welfare, chose the AWFNJ and recruited fellow Mt. Washington racers, Carmo and Clark, for the *AWFNJ Run for the Money*.

Eckert said she chose the AWFNJ because it is a nonprofit organization dedicated to uniting the state's various animal-protection agencies to improve animal welfare. "I believe unity is power and education is the solution," said Eckert, a member of the Hudson CART. "I firmly believe in the AWFNJ's purpose."

The AWFNJ hosts the largest regional animal-welfare conference in the country, uniting New Jersey's shelters and rescue groups with experts from various organizations including the ASPCA, Petfinder.com and HSUS.

"Our conference brings the best resources to New Jersey groups that often can't afford to travel to other conferences," said AWFNJ President Niki Dawson. "Those organizations can use that information to improve animals' lives in their shelters, rescues and neighborhoods."

In addition to the annual conference, the AWFNJ promotes animal-friendly legislation, networking and training opportunities and important news affecting the animal community.

To contribute to the *AWFNJ Run for the Money*, please go to their website at www.awfnj.org and click on the Google Checkout button beneath the *Run for the Money* banner on the home page. For more information about the Mt. Washington Road Race, please visit the website at www.mountwashingtonroadrace.com.