

PRESS RELEASE

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TENAFLY-AREA RESIDENT RAISES \$20,000 FOR HALF MARATHON PROGRAM IN SUPPORT OF DIGESTIVE DISEASE RESEARCH

Participants Inspire in Preparation for Ultimate Tour of Vegas

TENAFLY, NJ – August 29, 2013 – Tenaflly resident Jill Collado closes out the summer wrapping up three seasons of fundraising and training to complete the races of her life, while helping 1.4 million Americans tackle their own race—battling Crohn’s disease and ulcerative colitis, two chronic and often debilitating digestive diseases collectively known as Inflammatory Bowel Disease (IBD).

Collado participates in Team Challenge, an endurance-training program to benefit the Crohn’s & Colitis Foundation of America, whose mission is to promote a cure for these diseases. Having never dreamed she would run any distance even close to 13.1 miles, Collado committed to this goal—and to raising funds for Crohn’s and colitis research—in 2012, while training over 14 weeks for the Virginia Wine Country Half Marathon.

Exceeding \$12,000 and emerging as a top fundraiser, Collado delivered an inspirational speech to thousands of fellow participants before completing the race and signing up to return as a mentor for the Rock ‘n’ Roll Las Vegas Half Marathon only a few months later. A Crohn’s patient herself, Collado faced medical challenges that kept her from running in Las Vegas. She continued to raise funds, however, and returned this summer as the team honoree to finish what she started, crossing the finish line in Virginia once again and raising more than \$20,000 to date.

Diagnosed with Crohn’s in her late twenties, Collado joined Team Challenge to raise funds and awareness while proving to herself that the disease—which affects her family life with her husband and two children, professional life and finances, and social life on a daily basis—couldn’t stop her from doing what she set her mind to. For Collado, every mile completed with the support of mentors and friends was another turning point. “The friendships and support have been the most amazing outcome of this program,” she said. “Having a community of people who understand my day-to-day and every aspect of my life with Crohn’s has been amazing.”

Monies that Collado has raised will go toward research, education and support services for the 1.4 million Americans living with Crohn’s and colitis. As she plans to continue participating in the future, Collado inspires her teammates who, after training with professional coaches and the support of Foundation staff and mentors, are headed to Vegas for race weekend this November. They will get the ultimate tour of Las Vegas at night with Team Challenge and CCFA, the official charity of the Rock ‘n’ Roll Las Vegas Half Marathon. This first-rate event starts and finishes on the famed Las Vegas Strip, taking runners and walkers past world-famous attractions on this flat, fast course. Team Challenge participants will walk or run the Strip at night, taking in the full glitz and glamour of Vegas after dark.

To learn more about how you can make a difference by joining Team Challenge and running or walking 13.1 miles in Vegas to help find a cure, visit www.ccteamchallenge.org today.

About Crohn’s Disease and Ulcerative Colitis

Crohn’s disease and ulcerative colitis are painful, medically incurable illnesses that attack the digestive system. Crohn’s disease may attack anywhere from the mouth to the anus, while ulcerative colitis inflames the large intestine (colon). Symptoms include abdominal pain, persistent diarrhea, rectal bleeding, fever and weight loss. Many patients require hospitalization and surgery. These illnesses can cause severe complications, including colon cancer in patients with long-term disease. Some 1.4 million American adults and children suffer from Crohn’s disease or ulcerative colitis, with as many as 150,000 under the age of 18. Most people develop the diseases between the ages of 15 and 35.

About the Crohn’s & Colitis Foundation of America

The Crohn’s & Colitis Foundation’s mission is to cure Crohn’s disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases. The Foundation ranks third among leading health non-profits in the percentage of expense devoted to research toward a cure, with more than 80 cents of every dollar the Foundation spends going toward mission-critical programs. The Foundation consistently meets the standards of organizations that monitor charities, including the Better Business Bureau’s Wise Giving Alliance (give.org) and the American Institute of Philanthropy (charitywatch.org). For more information, contact the Foundation at 800-783-8006 or visit www.ccfa.org.