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NEWS RELEASE

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Eckerd Kids Announces 2017 Brevard Walk of Fame™ Honorees

MELBOURNE, FL – January 17, 2017 – Eckerd Kids has announced its 2017 Brevard Walk of Fame™ honorees, recognizing renowned, influential business and community leaders in Central Florida. The Brevard Walk of Fame gala, presented by **Space Florida** and **Parrish Healthcare**, benefiting Eckerd Kids, will take place on Saturday, March 11, 2017 from 6:00 p.m. to 9:00 p.m. at the Hilton Rialto in Melbourne, FL.

Honorees of the 2017 Brevard Walk of Fame include: **Doug Flutie**, Heisman Trophy Winner, former NFL Quarterback and founder of Doug Flutie Jr. Foundation for Autism; **Rick Matthews**, Vice President, Northrop Grumman; **Jamie Tworowski**, Founder/Creative Director, *"To Write Love on Her Arms"*; **Betsy Farmer**, Executive Director/Founder, Promise in Brevard; and collectively **Michelle Russell, Bruce Nelson, Jr. & Tracey Latshaw**, 72 Miles of Giving/Brevard County Hyundai Dealers. **BIMDA** (Brevard Indo-American Medical and Dental Association) is serving as the Honoree recognition sponsor for the evening, with **Glad Kurian, Vice President of Morgan Stanley in Melbourne, FL** hosting that segment of the event.

"We sincerely congratulate all of the honorees on their selection. This event has consistently brought together the best leaders in Brevard and Central Florida in order to inspire others by their examples," said Eckerd Kid's Director of Community Services, Stanley Brizz. "We're also proud that the Brevard Walk of Fame has brought to the forefront the faces and stories of so many of the families who themselves have become champions of second chances through our programs."

By honoring today's leaders and notable figures for their outstanding commitment to our community, Eckerd Kids raises awareness of the positive impact their efforts have made in the lives of others, and inspires tomorrow's generations to follow in their footsteps.



The Brevard Walk of Fame™ begins with a cocktail reception. Honorees and guests will walk the red carpet and red carpet interviews will take place while guests mingle with some of the most inspirational individuals in Central Florida. The black tie gala not only includes the Brevard Walk of Fame presentation, but also dinner, live entertainment, and the popular Children's Hero of the Year Awards segment sponsored by **Classic Wood Flooring**.

Brevard Walk of Fame™ is the premier charitable event in Brevard County. Last year's event raised \$100,000 in needed funds to help rapidly re-house families experiencing homelessness. Therefore, in addition to honoring the selected individuals, another goal of this year's event is to raise more funds to continue to support Eckerd Kids' Family Support Services program. The program not only rapidly re-houses Brevard families experiencing homelessness, but helps individuals and families to create a plan to remain housed. Financial support will also help Eckerd Kids continue to provide critical child abuse prevention services as well as substance abuse prevention programs in the community.

Tickets are \$150 each. Corporate tables and sponsorship opportunities are also available. Admission and sponsorship information can be found at www.brevardwalkoffame.com or by calling (321) 253-0032.

Individuals may also "Like" the Brevard Walk of Fame fan page on Facebook at www.facebook.com/brevardwalkoffame where they can also get updates on the event.

About Eckerd Kids:

Eckerd Kids is a national nonprofit organization headquartered in Clearwater, Florida, that has given much-needed second chances to more than 168,000 children and families since its founding by Jack and Ruth Eckerd in 1968. Eckerd serves over 18,500 children and their families each year through life-changing child welfare, juvenile justice and behavioral health programs in eight states. Eckerd Kids' mission is to provide and share solutions that promote the well-being of children and families in need of a second chance. To learn more visit www.eckerd.org. Follow us on Twitter at @eckerd youth and "like" us on Facebook at facebook.com/eckerd youth