



# News Release

*from Barbara J. Fiala, Broome County Executive*

FOR IMMEDIATE RELEASE

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**Broome County STOP-DWI Announces  
SEFCU and Broome County as Premier Sponsors of the  
2010 Chris Thater Memorial Races and Music Festival**

**(Binghamton, NY)** Broome County STOP-DWI is pleased to announce that SEFCU and Broome County are returning as Premier Sponsors of the August 28-29, 2010 Chris Thater Memorial Races and Music Festival. The Chris Thater Memorial – recognized as one of America’s premier cycling and running events will take place August 28<sup>th</sup>-29<sup>th</sup> at Recreation Park in Binghamton.

“I am delighted to announce that SEFCU and Broome County will return as the premier sponsors of the Chris Thater Memorial Races,” said James May, Broome County STOP-DWI Coordinator and founder of the Chris Thater Memorial. “Great appreciation is given to SEFCU, Broome County and all of our community sponsors who support an event of this caliber that carries with it such an important message.”

2010 marks the 27<sup>th</sup> year of the Chris Thater Memorial. This free community event is organized to heighten awareness about drunk driving and to promote healthy lifestyles. It is named in honor of Chris Thater an avid cyclist who was killed by a drunk driver.

"On behalf of SEFCU we're proud to support this terrific community event that helps raise awareness about the danger of drinking and driving," said Michael J. Castellana, SEFCU President & CEO. "This race not only brings the community together, but attracts thousands of people to our region".

“This is an opportunity for our community to shine and to spread an important message,” said Executive Fiala. “It promotes an anti drunk driving message while promoting healthy lifestyles and it also provides a range of fun activities and entertainment for young and old alike.”

The 2010 Chris Thater Memorial will include running and cycling competition for all ages and abilities, a large expo/vendor display area with a food concession by Lupu’s and Subway Restaurants and a music festival.

The Chris Thater Memorial will be held on Saturday, August 28<sup>th</sup> from 9 a.m. to 9 p.m. and Sunday, August 29<sup>th</sup> from 8 a.m. to 3 p.m. at Recreation Park in Binghamton, NY.



Established in 1934 as the credit union for state employees, today SEFCU is among the 50 largest credit unions in the U.S. with over 1,000 ways to join, more than \$2 billion in assets, over 200,000 members and 40 offices in the Capital Region, Binghamton, Syracuse, and Buffalo. In addition to standard deposit and loan products, SEFCU offers 24-hour banking by phone and Internet, electronic bill payment and eStatements, investment and insurance services, and a full range of business banking services. Find us on Facebook® or follow us on Twitter®.



The Broome County STOP-DWI Program's mission is to develop and coordinate a comprehensive effort to reduce the incidence of impaired driving. The program is supported entirely by the fines that are paid by people convicted of driving while intoxicated. The Chris Thater Memorial is a project of Broome County's STOP-DWI Program to promote awareness about the DWI problem. The event is held in memory of Chris Thater, a cycling enthusiast, who was killed by a drunk driver.