



## News Release

FOR IMMEDIATE RELEASE

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### Florence Crittenton "Cycles of Success" Luncheon Generates over \$90,000 in Sponsorships and Donations

*Matches from Colorado Health and an Angel Donor Maximize Giving*

DENVER, COLORADO - Oct. 18, 2010 –

Cycling superstar Lance Armstrong's mother, **Linda Armstrong Kelly**, was keynote speaker as Florence Crittenton Services, formerly Parent Pathways, raised more than **\$90,000** at its "Cycles of Success" Luncheon on Oct. 12, 2010, at the Seawell Ballroom at the Denver Center for the Performing Arts. The event drew almost 400 people, compared to 300 last year.

Over \$20,000 of the money raised came from support pledged by individuals, most of which will be matched by the Colorado Health Foundation and an Angel Donor, compared to less than \$9,000 raised last year with no match.

The event attracted more than \$71,000 in sponsorship and ticket sales, versus \$43,000 last year.

Kelly, a former teen mom and author of the book "*No Mountain High Enough: Raising Lance, Raising Me*," met the pregnant and parenting teens who attend the Florence Crittenton School the day before speaking at the luncheon. Kelly was 17 when she gave birth to the son who later conquered cancer, established the [Livestrong](#) Foundation and won seven consecutive Tour de France bike races.

Kelly delivered inspiring words about how a teen mom, thrown out of her home, living in poverty and mired in an abusive relationship, was able to overcome the odds and raise a champion.

*More*

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[Novus Biologicals](#) was speaker sponsor of the luncheon.

[Accenture](#) produced a video unveiled at the luncheon. (<http://www.youtube.com/watch?v=T2ikLeffNC0>)

**Benefactor sponsors**, at the \$5,000 level, included [Encana Oil & Gas](#), [Anthem Blue Cross Blue Shield of Colorado](#), [PCL Construction](#), [Bank of the West](#) and [Qwest](#).

**Contributor sponsors**, at the \$2,500 level, included [First Bank](#), [Pure Brand](#), [IMA of Colorado](#) and Ellen Balaguer, managing director of Accenture Learning.

**Table sponsors**, at the \$1,500 level, included [Brownstein Hyatt Farber Schreck](#), [DirecTV](#), [EKS&H](#), [Mile High United Way](#), [KPMG](#), [Quiznos](#), [Bloom Certified Nurse Mid-Wives at St. Anthony Central Hospital](#), [Rothgerber Johnson & Lyons](#) and [Aon Construction Services Group](#), in addition to a number of individuals.

### About Florence Crittenton Services

Florence Crittenton Services, formerly Parent Pathways, is a Denver-based nonprofit that empowers struggling teen families to be productive members of the community. Using a holistic and proven approach, the agency offers a spectrum of wraparound services for the entire teen family, including education, career guidance and parenting training for pregnant and parenting teen mothers at the [Florence Crittenton School](#); early childhood education for their infants and toddlers at the Qualistar-rated [Early Learning Center](#); and counseling, education and parenting support for teen fathers and family members through the [Family Engagement Center](#).

Learn more about the agency at [www.FlorenceCrittentonCO.org](http://www.FlorenceCrittentonCO.org).

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