

Media Announcement



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PERDUE FARMS IS TOP FUNDRAISER FOR SALISBURY ASTHMA WALK

SALISBURY, MARYLAND – Perdue Farms, Inc. had the top fundraising team for the Eastern Shore “Blow the Whistle on Asthma” Walk held on November 12. Perdue’s HIP team (Health Improvement Program), raised \$2,240.00 and had 29 participants. In addition, Perdue was a corporate sponsor of the event at the \$1,000 level.

The walk, held at the Salisbury City Park and Zoo, raised nearly \$25,000 for asthma education and research in Maryland. More than 150 people, as part of 25 distinct teams, walked in the event.

This was the third year the American Lung Association of Maryland has held an asthma walk on the Eastern Shore.

Asthma affects nearly 600,000 Maryland residents, many of them children. It is the leading cause of school and work absenteeism, and the leading chronic childhood illness in the U.S. Funds raised from the walk go to asthma research and education programs, including *Camp SuperKids*. Each summer for more than 20 years, the American Lung Association of Maryland, headquartered in Hunt Valley, MD, with regional offices in Laurel and Salisbury, has organized a one-week camp for Maryland children ages 7-12 suffering from asthma. The camp provides education on asthma warning signs, treatments, and anatomy of the respiratory system with more traditional camp activities like swimming, team building, and arts & crafts. The goal of the camp is to provide children with information that will help them to control their disease and avoid situations that would lead to an emergency room visit. Medically trained staff and volunteers serve as educators and counselors to the children. Most of the children attending *Camp Superkids* come from low-income households and receive scholarships courtesy of local and national companies and organizations.

“We are grateful to Perdue Farms and the HIP team for their commitment to this event, which helps raise money for programs that make a real difference in the lives of kids with asthma,” says Jim Phillips, Regional Director of the American Lung Association of Maryland’s Eastern Shore office in Salisbury.

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For more information about the American Lung Association of Maryland call 1-800-642-1184 or visit www.marylandlung.org.