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## The Ryan Andrew Kaiser Memorial Foundation signs GameTime as 2007/2008 Ryan's Run Lead Sponsor

Who: The Ryan Andrew Kaiser Memorial Foundation ([www.rakmf.org](http://www.rakmf.org)) and Ryan's Run  
What: New Jersey Based not for profit helping critically ill children and their families  
Where: Middletown, NJ  
When: April 2007  
Why: GameTime Inc. seeks to help raise funds for the Ryan Andrew Kaiser Memorial Foundation by sponsoring Ryan's Run

**Middletown** – Gamtime, the nation's leading commercial playground equipment manufacturer of playgrounds, swings, slides and sports products for parks, schools, and childcare, recently signed on as a two year Lead Sponsor for Ryan's Run ([www.ryansrun.org](http://www.ryansrun.org)).

Tom Norquist, Sr. VP of Marketing & Product Development for GameTime was pleased to share his reasons for their involvement, "The great thing about Ryan's Run is the proceeds go to help all kinds of children with all kinds of abilities. That's just a wonderful cause. GameTime is proud to be a sponsor of Ryan's Run helping Andy Kaiser, his family, and the Ryan Andrew Kaiser Memorial Foundation."

Recently at a T.V. taping of "One on One" with Steve Adubato, Steve asked me how we have been able to attract so many large national sponsors to the Ryan Andrew Kaiser Memorial Foundation. I told him that in my view Corporations are discouraged with the results they see from spending time and money supporting "mature" causes. I think they feel that a growing foundation with good values, a grass roots following, a dedicated cause and measurable results proves money well spent. We went on to talk about how companies may get more leverage on the local level since they can direct their efforts in the communities where their customers live and work, states Andy Kaiser, RAKMF Founder, Race Committee Chair, and Ryan's Dad.

Kaiser added, "Sponsors play a vital role in Ryan's Run. By providing a vast array of goods, services and underwriting that support the efforts of the participants, the volunteers and the RAKMF, sponsors have an undeniable impact on virtually every aspect of the race. We are grateful to such sponsors as Gametime for their valuable support."

Mr. Kaiser encourages the community to visit their race site [www.ryansrun.org](http://www.ryansrun.org) and follow links to explore the different ways Ryan's Run and the Foundation are helping families in need. "Ryan's Run makes it possible for families of critically ill children to meet their financial needs surrounding the difficult and oftentimes lengthy hospital stays; for every two runners who participate in Ryan's Run, our



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foundation is able to pay for one night lodging for a family near their child and that is priceless”, adds Andy Kaiser.

**About the RAKMF**, the RAKMF is a 501-c3 charitable organization established in 2003 after the sudden and unexpected death of Ryan Kaiser. Ryan, the 6-year-old son of Andy and Lauren Kaiser was born with Congenital Heart Disease; Ryan had three open heart surgeries before he was 2 years old. The Ryan Andrew Kaiser Memorial Foundation has three philanthropic goals. The first is to financially assist local families of critically ill children, who may not otherwise be able to afford proper healthcare. The second is to raise and donate funds to hospitals and Doctor Groups that specialize in the cure and care of pediatric heart patients. The last goal of the RAKMF is help build children’s parks and playgrounds, dedicated in Ryan’s name to provide children and their families with a safe and fun place to play.

#### **About GameTime**

Founded in 1929, GameTime is the innovative leader in changing the face and direction of children’s playground environments. GameTime produces the largest selection of creative play systems and traditional play apparatus ever offered. GameTime creates play equipment that continually exceeds minimum safety requirements and is the leader in creating products to further accessibility for physically challenged children. GameTime is committed to developing park and playground equipment that’s creative, durable and above all – fun. GameTime has a total of 400,000 square feet dedicated to playground equipment manufacturing, and their products are distributed around the world, through a network of more than 30 independent sales representatives. This year Gametime partnered with ABC Extreme Makeover: Home Edition to build both a playground and hope in the Hurricane Katrina ravished parish of St. Bernard, LA. The episode aired in April.

For more information on the RAKMF or Ryan’s Run, please visit [www.ryansrun.org](http://www.ryansrun.org) or contact Andy Kaiser, via phone 888-664-9522 or via email [info@RAKMF.org](mailto:info@RAKMF.org) ###