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CDM Media Proudly Supports the Chicago Lurie "Move for the Kids 5K Walk/Run" for the Second Year

Company Sponsors and Participates in Annual Event for the Over 174,000 Kids Treated at Lurie Children's Hospital

Chicago, IL, May 18, 2015 – CDM Media, the leading B2B technology marketing and media firm, sponsored the annual Lurie "Move for the Kids 5K Walk/Run" for the second year in a row on Sunday, May 17, 2015. In addition, 10 CDM Media staffers competed in the run, as well as volunteered at the event. Having started in 2005, the Move for the Kids walk/run supports Lurie Children's Hospital's efforts to ensure patients receive the best care possible through the recruitment of top doctors, research advances, and transitional care from hospital to home. The event raised nearly \$300,000 for patients and families.

CDM Media's passion and support for Lurie Children's Hospital continues year-round. The company conducts weekly tours of the state-of-the-art hospital for its employees, and it held its own fundraising activities to sponsor Move for the Kids through its March Madness contest, "guest bartending" and other creative team efforts.

"It really is every company's responsibility to give back to its community," said Glenn Willis, CEO of CDM Media. "But what makes CDM Media's involvement in supporting Lurie Children's Hospital unique is the way our staff does it. Our team has made it very personal in terms of the unique way they fundraised and continually stay involved with the hospital all year long. I'm really proud of everyone and was thrilled at the energy and excitement their participation brought to the 5K on Sunday!"

CDM Media Event Manager, Samantha Baker, placed 86th in race with her time of 26:16, then helped her team with the CDM Media booth, full of face painting by team members, a prize wheel and goodies to win. "My favorite part was seeing the kids get so excited during and after the race. It was incredibly motivating to watch them run the 5K, and so fun to see them line up at our tent to win goody bags. I'm so happy to have had such an uplifting day with my team members and all for a great cause."

The Lurie Move for the Kids 5K Walk/Run took place on Sunday, May 17, 2015 at the Soldier Field Stadium Green, Chicago, IL. To learn more about Lurie's Move for the Kids or donate, visit: http://foundation.luriechildrens.org/site/TR?fr_id=1560&pg=entry

CDM Media

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