

FOR IMMEDIATE RELEASE

**CDM MEDIA PROUDLY SUPPORTS THE CHICAGO LURIE  
“MOVE FOR THE KIDS 5K WALK/RUN” FOR THIRD YEAR***Company Sponsors and Participates in Annual event for the Over  
174,000 Kids Treated at Lurie Children’s Hospital*

Chicago- April 14, 2016: CDM Media, a leading B2B marketing and media firm, is sponsoring the annual Lurie “Move for the Kids 5K Walk/Run” for the third year in a row on May 15 2016 at Soldier Field. 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.

CDM Media’s passion and support for Lurie’s Children’s Hospital continues year-round. The company holds its own fundraising activities to sponsor Move for the Kids through \$5 Jean Days, Guest Bartending, Morning Mimosas, March Madness contest and other fun office contests.

“It really is every company’s responsibility to give back to its community,” said Glenn Willis, CEO and Founder 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 in the unique way they fundraised and continually stay involved with the hospital all year long. I’m really proud of everyone for their fundraising efforts throughout the year.”

Click [here](#) to donate and help support Lurie Children’s Hospital and the 5k walk/run.

\* \* \*

**About CDM Media**

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, together with major technology solution providers. These events are driven by industry, region, organizational role and current hot topics, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago with offices in New York City and Cardiff, U.K. To learn more, visit [www.cdmmedia.com](http://www.cdmmedia.com).