



## PIAA DISTRICT III MEDIA RELEASE

### PIAA DISTRICT III AND THE PEYTON WALKER FOUNDATION PRESS CONFERENCE



District III Chairman Ron Kennedy and Peyton Walker Foundation founder Julie Walker at a recent Foundation fundraiser



**PURPOSE:** To formally announce a partnership between PIAA District III and The Peyton Walker Foundation and to promote free heart screenings for high school aged students in south central Pennsylvania

**DATE:** Tuesday, Sept. 26

**TIME:** 1:30 p.m.

**LOCATION:** River Rock Academy, 2124 Ambassador Circle, Lancaster PA 17603

**LENGTH:** Approximately 20 minutes





**FORMAT:** District III Chairman Ron Kennedy and Peyton Walker Foundation Julie Walker will conduct a brief press conference introducing their respective organizations, the partnership and their mutual goal of saving lives.

A light lunch will be served for all media in attendance. Please RSVP to Rod Frisco, PIAA District III Director of Corporate Sponsorships, by 1 p.m. Monday, Sept. 25, so we can have an accurate number of attendees. Please RSVP to Rod at the following email address: [d3paaa@paaa.org](mailto:d3paaa@paaa.org)

**DETAILS:** [PIAA District III](#), the athletic administrative body for more than 120 high schools in south central Pennsylvania, and [The Peyton Walker Foundation](#), an organization dedicated to preventing sudden cardiac arrest events through free heart screenings, have combined resources to advance this worthy cause. District III is very excited to be stepping beyond the traditional bounds of sports administration to help all District III students.

There will be additional speakers making brief remarks. Additionally, District III and The Peyton Walker Foundation will raffle off 6 portable AED units to District III schools.

There will also be a check presentation from District III to The Peyton Walker Foundation in the amount of \$5,000, but with a bit of a twist. The money that District III is donating to the Foundation is a direct pass-through from River Rock Academy, which is supporting student-athletes with an annual financial contribution.

[River Rock Academy](#) is a private alternative school that partners with school district in the District III geographic area to assist at-risk students. River Rock Academy currently has nine campuses strategically located throughout District III.

All speakers and officials of District III, The Peyton Walker Foundation and River Rock Academy will be available for questions at the end of the press conference.

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