

FOR IMMEDIATE RELEASE:

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Tele-Response Center, Inc. Inducted as 35th Anniversary Honoree for Fundraising Excellence by Special Olympics Pennsylvania

(Philadelphia, PA, June 14, 2005) Celebrating over 35 years of support for athletes with intellectual disabilities, Special Olympics Pennsylvania (SOPA) hosted its annual Hall of Fame event, on May 25, 2005 at the Sheraton Society Hill, in Philadelphia. The event was emceed by Michele McCormack (WPVI-TV, Channel 6 ABC), with Key Note address by Ron Jaworski (NFL Quarterback and Sports Broadcaster). SOPA celebrated its 35th anniversary as an organization and honored The Tele-Response Center, Inc. (TRC), its fundraising partner, and a number of major sponsors and award-winning athletes. .

Tele-Response Center, Inc. (TRC) was one of four 35th Anniversary Honorees that received special recognition for dedication to SOPA. TRC has been the sole fundraising outsourcing partner for SOPA for over 15 years. TRC has been supporting SOPA with advanced donor development strategies since 1990, and helps SOPA “get the word out,” about its mission to provide athletes with intellectual disabilities with training, competition, health care, social activities and much more.

By deploying advanced database development combined with telefundraising and follow-up mail services, TRC has helped raise millions of dollars for Special Olympics Pennsylvania. And, as a great supporter of SOPA, TRC has contributed \$250,000 in donations directly to this great organization.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 23 Olympic-type sports to more than 26,000 children and adults with intellectual disabilities. For more information about how SOPA inspires greatness, visit our Web site at www.specialolympicspa.org.

About TeleResponse Center, Inc.

TRC employs advanced donor acquisition strategies that include targeted list selection and testing, telefundraising, and direct mail design and execution. By careful segmentation, TRC helps SOPA target both new donors and existing donors with appeals that generate high returns for the organization. TRC provides turnkey direct response donor development services to SOPA and over 15 other charitable and membership institutions.

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