



For immediate release

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Sand sculpting competition gets new name

Riverfront is announcing a name shift for its annual sand sculpting competition and weekend festival. The 2010 event will be called CenturyLink's Sand on the Riverfront, resulting from the merger of CenturyTel and Embarq and the company's name change. CenturyTel has been the title sponsor for the popular event since its inception in 2002. CenturyLink President, Duane Ring, Jr. says the relationship between the two organizations is a positive one. "Riverfront is a leader in providing choices and opportunities for people with disabilities. We are proud to have the CenturyLink name associated with Riverfront and happy that we are able to provide needed support."

Several sponsor businesses are already planning for the August competition and looking forward to the event as a valuable team building opportunity. Teams will have one day to transform 13 tons of sand – a special blend donated by Mathy Construction – into works of art based on the theme "Adventure in Candy Land." Once again, teams can request the assistance of a professional artist and compete in a special category of the competition. David Andrews, an artist from Milwaukee, helped Fowler and Hammer earn its team the title of Best on the Riverfront in the professional artist division in 2009. The winner in the amateur division was the team from Logistics Health.

Whether competing in the amateur division or in the professional artist division, teams can sign up for the sculpting competition by contacting Julie Nelson at (608)784-9450.

CenturyLink's Sand on the Riverfront is a fundraising event to benefit adults with disabilities served by Riverfront. "This is our flagship event," said Riverfront President & C.E.O. Marcia Jagodzinske. "The money we raise is critical to providing needed services, and the public education and awareness that is part of the event is a major part of being able to integrate people with disabilities in the community."

CenturyLink's Sand on the Riverfront will be held August 20 & 21 of 2010 in Riverside Park.

Riverfront is a private, nonprofit organization that provides support and training to people with disabilities so they can live independently, work and earn paychecks and participate in the community as workers, neighbors and friends. Founded in 1977, Riverfront serves thousands of individuals each year in Wisconsin and Minnesota. Attesting to its quality, Riverfront is nationally accredited by the Commission on Accreditation of Rehabilitation Facilities.

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