



nAMIWalks

National Alliance on Mental Illness

INFORMATION SHEET ON NAMI-NEW MEXICO WALK

DATE: May 6, 2017

LOCATION: Balloon Fiesta Park

WALKER CHECK-IN TIME: 8:00 AM

OFFICIAL WALK START TIME: 9:00 AM

DISTANCE: 5k

www.namiwalks.org/newmexico

- **NAMIWALKS** - is a fundraising and awareness campaign for mental illness. It is the single largest fundraiser for mental illness in America. Launched in 2003 with 12 pilot sites, the NAMIWALKS program has grown to include over 79 communities around the country in 2016, including right here in New Mexico, raising over \$10 million dollars. All walkers are encouraged to reach out to family, friends, co-workers and business associates to raise support for their participation in the WALK.
- There is no walker registration fee for the Walk. All participants are encouraged to collect donations from family members, friends, co-workers and business associates in support of their participation in the Walk.
- Proceeds from the NAMIWALKS will be used to fund NAMI's programs here in New Mexico, which include support, education, advocacy and the encouragement of research involving mental illness.
- All walkers raising \$100 or more will receive a **NAMIWalks** - event T-shirt.
- Companies, organizations and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends to take part in the Walk. All participating teams will be recognized with special awards based on the amount that they raise for the Walk.
- Teambuilding and fundraising materials will be given out to team captains at a special kickoff luncheon that will be held approximately 6 weeks before the Walk.
- **NAMIWalks**- is a family friendly, dog friendly rain or shine event.
- There is a wide-range of corporate sponsorship opportunities available to local companies and businesses relating to the Walk. Anyone interested in information on how his or her company or organization can sponsor the Walk should contact the NAMI-New Mexico office at 505.260.0154 or naminm@aol.com