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## MEDIA ADVISORY

May 10, 2024

### **Waukesha County Sponsors the FINAL Jump for Archie Event Which Will Include an EPIC Surprise**

**(Waukesha, WI) Friday, May 10th 2024**, Waukesha County is a proud sponsor of the JUMP FOR ARCHIE 10 year anniversary event in Oconomowoc on Saturday, May 11<sup>th</sup> 2024. Jump For Archie stands out as a unique event, spotlighting the significance of positive mental health, prevention of substance misuse, and honoring the memory of those who left us too soon. It's also a celebration of individuals in recovery and the heroes who supported them. Join us as we come together to promote awareness and unity.

**WHO:** SOFA (Saving Others for Archie) Invites the public along with their sponsors: Waukesha County, Bank Five Nine, Rogers Behavioral Health, Evans Transportation, Oconomowoc Area School District, Rosati's Pizza, American Family Insurance (Dean & Associates), Project WisHope, City of Oconomowoc

**WHAT: Jumps Into Lac Labelle from the City Beach Pier / Event Starts at 5, Jumps start at 6pm  
Special SURPRISE JUMPER, Biggest JUMP FOR ARCHIE EVER**

**Community Leaders/Elected Officials Jump** (Leaders making a difference working on policy & actions)

**Police Officers & First Responders Jump** (Police, sheriff, EMT, firefighters, doctors, nurses & front-line)

**Recovery Jump** (Those embracing recovery, including their family & friends)

**Jump For Archie & Others** (For those that have lost a loved one to the fentanyl/opioid crisis)

**WHERE:** Oconomowoc City Beach, Address: 174 E. Wisconsin Ave Oconomowoc, WI 53066  
(5pm – at Oconomowoc City Beach, 7pm – Community Center in the Upper Hall)

**WHEN: 5/11/2024 at 5pm. The event will include:** Resource tables, live music by Ed Goff, a Legion Post 91 Flag Ceremony of Colors and then an EPIC Surprise will kick off the event. At 7pm, the event will move inside the Community Center to the upper hall, where Rosati's pizza will be served and guest speakers will begin.

**WHY:** Teamwork is necessary to raise awareness and lessen stigma around substance misuse. Together, we can make a tangible difference in the health and well-being of our community. Enjoy Rosati's Pizza, health resource tables and these featured Guest speakers (available for media interviews):

- Glenn Derby, former Green Bay Packer player
- County Executive Paul Farrow
- Augie & Lauri Badura

**For more information about SOFA, or to register for the event, visit:**

WEB: [Saving Others for Archie](http://SavingOthersforArchie)

FACEBOOK: [www.facebook.com/SOFAToday](http://www.facebook.com/SOFAToday)