



**United Way
of Rock River Valley**

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News Release

For Immediate Release

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Couples Dash for a Good Cause

(Rockford, IL - 04/19/2010)... Gruno's Diamonds will host the first ever Diamond Dash on Saturday, May 15, 2010 to benefit the United Way of Rock River Valley. Hundreds of Winnebago County residents are expected to turn out for a high tech treasure hunt all over Rockford to find a \$15K Hearts of Fire diamond ring from Gruno's Diamonds.

Teams of two will be sent running in a city-wide treasure hunt finding clues and solving riddles that will drive them to local landmarks where they will be answering specific questions and scoring points to try and find the diamond ring. The Dash kickoff and registration begins at 10:00 a.m. in Ingersoll Centennial Park located on 315 South First Street.

Teams of two will be asked to give back to the community by making a donation at registration. The donations made by participating teams will benefit United Way.

"United Way was honored to be selected as the charity of choice," said Paul Logli, president and CEO. "This event creates an opportunity for Gruno's Diamonds to partner with United Way in a unique way. We encourage any organization to get involved in whatever way possible."

Couples or teams of two, 18 or older can still register by telling their story at www.grunosdiamonddash.com.

United Way of Rock River Valley

The mission of United Way of Rock River Valley is to improve lives and strengthen communities in the Rock River Valley by mobilizing and focusing the caring power of our residents. For more information, go to www.unitedwayrrv.org or call (815) 968-5400.

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