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**CHIME and Vitalize Put Best Foot Forward for Special Olympics Southern California-Desert**

**Ann Arbor, MI, October 28, 2009** – The College of Healthcare Information Management Executives (CHIME) teamed up with Vitalize Consulting Solutions, Inc. on October 28, 2009, to host a 5K Run benefiting the Special Olympics Southern California-Desert.

The event, which took place during CHIME’s annual Fall CIO Forum in Indian Wells, Calif., helped raise more than \$3,350 for the Palm Desert organization and its athletes.

"It was an honor to be a part of such a great cause and bring awareness to the Special Olympics and the incredible work they do," said CHIME Foundation Associate Executive Director and fun run participant, Kevin Cleary.

The Special Olympics Southern California-Desert provides year-round sports training and competition for children and adults with intellectual disabilities.

"All the parents, athletes and volunteers were so thrilled when we told them about all the runners that got up before dawn to raise money for our local program," said Margeret Fritz, Area Director of the Special Olympics Southern California - Desert. "Thank you so much to all the CHIME participants from all of us at Desert Special Olympics."

The race drew 41 runners, who arrived at 5:30 a.m. to support and take part in the 5K.

Before the race, CHIME Board Chair Joanne Sunquist and Vitalize Senior Vice President Cyndi Cahill presented the organization with a check symbolizing the proceeds from the event. The runners then hit the streets of Indian Wells, traveling a three-mile course.

"Vitalize Consulting Solutions, Inc. (VCS) was proud to be able to work with CHIME again this year in order to leave the city we were meeting in just a tad bit better than when we arrived," said Cahill.

"Each year, VCS and CHIME choose a foundation or charity to work with on a community project. This year’s event was especially exciting and we thank Stephan and Mathew, two great athletes from the Special Olympics, for getting up at the crack of dawn and participating in our 6 a.m. pitch black run!"

Cahill added while raising money was important, it was not the only reason for the event.

“It’s about having the opportunity to give back. You can’t ask for a better event for meeting with CIOs from across the nation in a beautiful setting, with top-notch educators, and provide a bit of community service to top it off,” she said. “This is a tradition that all organizations should adopt if they don’t already.”

CHIME President and CEO, Richard Correll agreed.

“At CHIME, we emphasize the importance of giving back to the community wherever possible and encourage other organizations to do the same. In light of such difficult economic times where charities could otherwise suffer, it’s even more critical,” he said, shortly after the run. “We are delighted to support such a wonderful cause and be a part of such an enjoyable event. I applaud the work of Special Olympics and would like to thank all those who participated.”

### **About CHIME**

The College of Healthcare Information Management Executives (CHIME) is an executive organization dedicated to serving chief information officers and other senior healthcare IT leaders. With more than 1,300 CIO members and 70 healthcare IT vendors and professional services firms, CHIME provides a highly interactive, trusted environment enabling senior professionals and industry leaders to collaborate; exchange best practices; address professional development needs; and advocate the effective use of information management to improve health and healthcare in the communities they serve. For more information, please visit [www.cio-chime.org](http://www.cio-chime.org).

### **About Special Olympics Southern California**

Special Olympics Southern California is a nonprofit organization that empowers individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition. It is one of 52 Chapters within the United States and part of Special Olympics, Inc., which serves 2.5 million athletes worldwide.