



FOR IMMEDIATE RELEASE

Opportunity Village Laces Up for Development Disabilities Awareness Month with March to \$100K, Hoops Hoopla and More

March fundraising initiative to feature basketball-inspired educational elements and open-to-the-public bracket tournament

LAS VEGAS (February 27, 2023) – Opportunity Village (OV) is gearing up for a big March and, for those seeking to experience a bit of the hoops magic while supporting a good cause, OV is a teammate like no other.

Following a string of successful March to \$100K initiatives in recent years – which raised more than \$100,000 annually for OV’s multifaceted operations during Developmental Disabilities Awareness Month (DDAM) – today the nonprofit announced the launch of its 2023 March to \$100K.

"March is one of the most important months of the year for us, shining a light on the dynamic locals we serve and presenting an opportunity to make our services that much stronger," said Bob Brown, President & CEO of Opportunity Village. "So, yet again, we're pulling out all the stops to get our community involved as we march toward our goal of raising \$100,000 this Developmental Disabilities Awareness Month."

At its core, the March to \$100K builds on the spirit of its popular Hoops Hoopla bracket tournament, integrating basketball-inspired themes and happenings into all its awareness efforts, events and more throughout the month. The public is encouraged to get in on the action with components including:

- Swish – Take your shot in the Hoops Hoopla bracket tournament and win big prizes! Now in its fourth year, registration is officially open through March 15, 2023. For more information or to sign up, visit Marchto100K.com and engage throughout the competition using #PicksforOV.
- Timeout – Take a moment to learn about OV’s efforts/impact during DDAM and beyond at Marchto100K.com.
- Assist – In the spirit of DDAM, sharing is caring. Visit OV’s [Facebook](#), [Twitter](#) and [Instagram](#) pages and share important updates with your friends, family and followers using the #Marchto100K hashtag.

All funds raised from March to \$100K Game Plan components benefit the programs and services Opportunity Village offers at no cost to over 3,000 individuals with disabilities in Southern Nevada. The 2022 March to \$100K generated \$105,000 for the organization.

About Opportunity Village

Since 1954, Opportunity Village has been dedicated to helping people with disabilities find the very best version of themselves. Through workforce development, community employment, day services, inclusive housing, arts and social recreation, they are able to find new friends, realize future career paths, seek independence and community integration, and unleash creative passions. Opportunity Village thrives with the funding from our social enterprises, signature events and the generous philanthropy of our donors and community partners. Together, we are successfully empowering, employing, and serving people with disabilities – positively impacting lives.

For more information on Opportunity Village, visit www.opportunityvillage.org.