



**PRESS RELEASE FOR RELEASE: IMMEDIATELY**

**EVENT LISTING:**

**Third Annual Click It for Cassie Softball Tournament**

Date: Saturday, August 20, 2011 (rain date: August 21, 2011)

Time: 10 a.m. – 7 p.m.

Place: Calf Pasture Beach, Norwalk CT

Free Admission

Contact: 203-515-1058 or visit [www.clickitforcassie.com](http://www.clickitforcassie.com)

**On Saturday, August 20 Join the Fun at the Third Annual  
“Click It for Cassie” Foundation Softball Tournament,  
Calf Pasture Beach, Norwalk, CT**

**July X, 2011, Norwalk, CT:** On Saturday, August 20, from 10 a.m. - 7 p.m., the Geary family will host the Third Annual Click It for Cassie Softball Tournament at Calf Pasture Beach in Norwalk. The rain date will be Sunday, August 21. The public is invited to this benefit to cheer on the many local teams that will be competing. Herb's Local Vending Truck will be back again providing breakfast, lunch and an assortment of food throughout the day — plus enjoy a variety of baked goods made by several of Cassie's friends. Proceeds will go to the [Click It for Cassie Foundation](http://www.clickitforcassie.com).



Parents Tom and Anne stand with their children Chelsea and Shane in front of a photo of their daughter and sibling Cassie Geary. Photo credit: [TheDailyNorwalk.com](http://TheDailyNorwalk.com)

Founded in 2008 by Anne and Tom Geary, Norwalk residents and business owners of the Geary Gallery on Boston Post Road in Darien, the foundation brings attention to the importance of wearing seat belts and the lives they save. In 2008, the Geary's 17-year-old daughter, Cassie, lost control of her car in bad weather and was

killed due to blunt trauma injuries. The police told her parents that if she had been wearing her seat belt, she would have survived.

Statistics show that motor vehicle crashes are the leading cause of death for people between the ages of 15 and 34. The Geary family's goal has been to bring the importance of wearing seat belts to drivers, especially teens.

The "Click It for Cassie" bumper sticker, in the shape of a seat belt, is attention getting and gaining in popularity. It can be seen on thousands of cars throughout Southwestern Connecticut, and the message has spread across the country. When seen by other drivers, the bumper sticker is a reminder to slow down, click their seat belt, and stop the senseless loss of life that can come from not wearing one. For those who remember or have heard of Cassie, it is also a tribute to her life.



As founder, Tom Geary stated, "If our seat belt awareness campaign helps just one person walk away from an otherwise deadly accident, it makes us feel that Cassie is working with us and did not die in vain." In fact, their message did just that in 2009 when four of Cassie's classmates and "Click It for Cassie" volunteers walked away from an SUV accident in which it rolled over. There were no serious injuries, as all were wearing their seat belts.

The public is encouraged to join with Cassie's classmates, friends and like-minded neighbors for an old-fashioned family-friendly softball tournament on Saturday, August 20 (rain date will be Sunday, August 21) to enjoy hamburgers, hotdogs and home made desserts. For more information about the event, please contact Tom Geary at 203-515-1058, or to make a donation to the foundation in Cassie's name, visit [www.clickitforcassie.com](http://www.clickitforcassie.com).

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The media is invited and encouraged to cover this event, and Tom Geary is available for interviews on the subject of driving safety and the importance of seat belts. For more information or to schedule a media interview, contact Tom Geary at 203-515-1058 or [tom.geary@gearygallery.com](mailto:tom.geary@gearygallery.com).