



PRESS RELEASE FOR RELEASE: IMMEDIATELY

EVENT LISTING:

Fourth Annual Click It for Cassie Softball Tournament

Date: Saturday, June 16, 2012 (rain date: Sunday, June 17, 2012)

Time: 10 a.m. – 7 p.m.

Place: Calf Pasture Beach, Norwalk CT

Free Admission

Contact: 203-515-1058 or visit www.clickitforcassie.com

**On Saturday, June 16 Join the Fun at the Fourth Annual
“Click It for Cassie” Foundation Softball Tournament,
Calf Pasture Beach, Norwalk, CT**

May x, 2012, Norwalk, CT: On Saturday, June 16, from 10 a.m. - 7 p.m., the Geary family will host the Fourth Annual Click It for Cassie Softball Tournament at Calf Pasture Beach in Norwalk. The rain date will be Sunday, June 17. Enjoy a variety of baked goods made by several of Cassie’s friends, and Herb’s Local Vending Truck will again provide breakfast, lunch and an assortment of food throughout the day. The public is invited to this benefit to cheer on the many local teams that will be competing, and the 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

Anne and Tom Geary started the foundation in 2008 to bring attention to the life-saving importance of wearing seat belts. The Gearys are Norwalk residents and business owners of the Geary Gallery in Darien who lost their 17-year-old daughter, Cassie, when she 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.

The “Click It for Cassie” bumper sticker, in the shape of a seat belt, is 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.



Tom Roncinske, Bob Duff, Tom and Anne Geary, Steve Wissak, Shane and Chelsea Geary, and Pat, Chelsea's fiancé.

Last year, the Norwalk Police Union, Local 1727 supported the Click It for Cassie with a \$250 donation, and as a father of a teenage daughter himself, Ken Olsen of POKO Partners donated \$1,500. This year, the Gearys hope to surpass past donations. As Tom Geary stated, "This event

is our only fundraiser of the year, and the money raised allows us to continue our outreach in the community bringing awareness, especially to young people, about the 'Click It for Cassie' message. If our 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."

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 Cassie message did just that in 2009 when four of Cassie's classmates and "Click It for Cassie" volunteers walked away from an accident in which their SUV 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, June 16 (rain date will be Sunday, June 17) 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.

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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.