

Washington Redskins Helping To Lead Public Relations Efforts For Spinal Cord Injury Fundraiser

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Mike Bako, Director of Sports MarCom at D S Simon, speaks with ANTHONY PURCELL and MICKI PURCELL, founders of the Walking With Anthony Foundation on the organization's mission and partnership with the Washington Redskins Alumni Association on their upcoming golf tournament.

After breaking his neck while in Florida for the 2010 Super Bowl, Anthony Purcell and his mother Micki created the Walking With Anthony Foundation whose mission is to help as many people as possible suffering from spinal cord injuries. With September being Spinal Cord Awareness Month, the Foundation recently partnered with the Washington Redskins Alumni Association on a golf tournament taking place on October 21st which will feature dinner, live and silent auctions in addition to ESPN's Doc Walker broadcasting his show from the event.



More from Anthony and Micki Purcell:

"This communities very, very small and for me to have the opportunity to get the word out with the passion of my mom making this foundation is truly a blessing."

"100% of our monies go back into the charity to help people. It costs \$100,000 a year to help one person. I don't know if anyone listening has ever had a loved one get hurt with a spinal cord injury, but after 20 days of rehab they send you home to live in that chair."

"Everybody out there should have the opportunity to get more independent, get healthier and get their lives back. We've only been able to help 12 people because again it costs \$100,000 a year to help one person, so we're going to go out there, keep pushing and keep doing the events and keep helping as many people as we can."

"We're the only organization out there that is helping these people who get hurt right away."

More information on Walking With Anthony:

<http://www.walkingwithanthony.org/>

More information on Mike Bako:

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