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Ithaca Tompkins International Airport and Ithaca Marriott Downtown on the Commons Announce Fundraiser to Benefit Local Families

ITHACA, NY — The COVID-19 pandemic has greatly impacted families and employers in Tompkins County. As caregivers re-enter the workforce, many are in need of immediate childcare assistance. The Ithaca Tompkins International Airport (ITH) and the Ithaca Marriott Downtown on the Commons are pleased to announce Moment of Movement: Giving Our Youth a Flying Start, a fundraiser to benefit United Way of Tompkins County and the Ithaca Youth Bureau. All proceeds will provide childcare and enrichment activity resources to families as well as help employers retain their workforce. The event will be a virtual workout held on ITH's tarmac led by Chantelle Farmer and other trainers from FLX Fitclub on September 26 from 9:00AM to 10:00AM.

On the critical need for childcare assistance, Sue Dale-Hall, CEO of Child Development Council, said "Childcare during a pandemic isn't the same as what we typically experience. The needs are changing every day. Parent's work schedules, school schedules, and quarantine gaps in schedules and safety protocols, put even more pressure on an already taxed childcare system." Dale-Hall also referenced the volume of childcare resource inquiries the organization is experiencing. "We are getting calls every day from parents who are desperate for childcare. We want to provide parents a leg up during this challenging time and help them find safe early learning opportunities they can afford so they can go back to work. "

On September 26, fifty community leaders will participate in the workout on the tarmac while adhering to New York State social distancing requirements while others are encouraged to take part in the livestreamed workout at home.

ITH Airport Manager Mike Hall stated "ITH is thrilled to host the event which is meeting a critical need in our community."

The goal of the fundraiser is to raise \$100,000 to be donated to the two not-for-profits which will benefit local families who have been impacted by the COVID-19 pandemic. Those who wish to make a



contribution to the fundraiser may choose which not-for-profit to support or may donate to both. Friends of the Ithaca Youth Bureau is a non-profit organization dedicated to supporting the Ithaca Youth Bureau programs. Donations made will support scholarships for children of all ages to participate in a variety of recreation and leisure programs that provide opportunities for young people to be active, have fun, explore interests, socialize with peers and make new friends. United Way of Tompkins County supports program funding for supervised learning opportunities for youth, including programs supporting remote learning, “after school” activities, and recreational and enrichment programs, as well as the Child Development Council *Emergency Scholarship Fund* that provides support for low wage earners when they face unexpected household expenses.

“The Ithaca Marriott is honored to actively participate in the Moment of Movement in support of our local youth and families. The children of our community need our unity and strength like never before,” shared Cathy Hart, Manager of the Ithaca Marriott Downtown on the Commons.

Moment of Movement would like to thank the Ithaca Voice for being its Media Sponsor as well as several other corporate donors.

For more information about the fundraiser and virtual workout, please visit flyithaca.com/momentofmovement. If you are interested in making a contribution to the fundraiser, please visit www.uwtc.org/momentofmovement-GIVE or call 607-500-GIVE.

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