**FOR IMMEDIATE RELEASE**

**Awareness for every season: Walk for Williams Comes to [City Name]
Community Event to Raise Awareness and Funds for Rare Genetic Disorder**

[City, State] — The Williams Syndrome Association (WSA) is proud to announce that the (INSERT WALK NAME) Walk for Williams is coming to [City Name] on [Date] at [Location]. This family-friendly event brings together community members, families, and supporters to raise awareness and funds for individuals with Williams syndrome, a rare genetic condition affecting approximately 1 in 10,000 births worldwide.

The Walk for Williams is the WSA’s signature fundraising and awareness event, with dozens of walks happening nationwide each year. These walks foster connection and inclusion while raising critical funds for resources, advocacy, and groundbreaking research.

“Williams syndrome is often referred to as an ‘orphan disorder,’ meaning it receives limited funding and awareness,” said Jon Kent, Director of Donor Engagement. “This event is a vital opportunity for our community to come together, celebrate individuals with Williams syndrome, and take meaningful steps toward greater awareness and support.”

**What Is Williams Syndrome?**Williams syndrome is a rare genetic condition characterized by a range of medical, developmental, and learning challenges alongside unique strengths in verbal abilities, sociability, and a strong affinity for music. Common health concerns include cardiovascular problems, developmental delays, and learning disabilities. While there is no cure, individuals with Williams syndrome can thrive with the right resources and support.

**How to Get Involved**Registration for the Walk is open to all ages. All proceeds benefit the Williams Syndrome Association, the only national nonprofit dedicated to supporting individuals with Williams syndrome and their families.

**Event Details:**

* **Date:** [Insert Date]
* **Time:** [Insert Start Time]
* **Location:** [Insert Location Name and Address]
* **Registration:** [Insert Registration Link or Text Instructions]

Join us to create a brighter future for individuals with Williams syndrome. Together, we can make a difference!

**For Media Inquiries:**Melissa Davis, Director of Communications
Phone: (248)457-5963 Toll-Free: 1-800-806-1871
Email: mdavis@williams-syndrome.orgLocal Contact: [Insert Name & Info]

**About the Williams Syndrome Association:**The Williams Syndrome Association is the leading national nonprofit organization dedicated to enriching the lives of individuals with Williams syndrome and their families through education, research, and advocacy. Learn more at [www.williams-syndrome.org](http://www.williams-syndrome.org).