



FOR IMMEDIATE RELEASE

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Iverson Goes Extra Mile for Arthritis

-Business and Community Sure-Footed About Finding a Cure

MILWAUKEE, WI, August 20, 2007 – Iverson Language Associates, Inc. of Milwaukee is one of several businesses who will be supporting the fourth annual Michael Tarney Fun Run/Walk for Arthritis. The event, which takes place on September 8th at Milwaukee’s Lake Park, has seen a 65% average annual increase in donations since its inception in 2004. All net proceeds of the run/walk support ongoing research for the 1.1 million people in Wisconsin affected by arthritis and related diseases.

The Wisconsin Chapter of the Arthritis Foundation, and Mr. Michael Tarney, a local restaurant owner and businessman are working together, along with many volunteers and area businesses. “Through this event, I want to boost awareness about how devastating this disease can be,” said Tarney, who started the event in 2004 after being diagnosed with arthritis. “I know that there is hope, and with our combined efforts we can be certain of finding a cure that will improve the lives of thousands.”

In 2006, the event raised over \$43,000, a net increase of 65% over the previous year. Proceeds originated from teams and individuals who walked and ran in the event as well as from the community as a whole. The goal of the 2007 event is to raise \$50,000, a 15% increase “The involvement thus far from area businesses, organizations and families bodes well for the success of the event,” said Steve Iverson, President/CEO of Iverson Language Associates, Inc.

Detailed information about the event can be found at www.mtrunwalk.com. Information on the Arthritis Foundation can be found at www.arthritis.org.

Information on Iverson Language Associates, Inc. can be found at www.iversonlang.com.

For More Information, contact:
Kristen Crump, Marketing Communications Manager
414-271-1144, ext. 16