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ABC Financial to Sponsor 2019 Crossing For A Cure Endurance Paddle Event

– Arkansas-Based Company Launches Full Scale Support Effort for Piper’s Angels Foundation –

PALM BEACH, Fla., March 11, 2019 – Piper’s Angels Foundation, a non-profit organization focused on ocean-based activities for cystic fibrosis patients due to the proven health benefits of salt water, is excited to announce its first official sponsor for the 2019 Crossing For A Cure event. ABC Financial, a Little Rock, Ark.-based payment processing company specializing in the fitness industry, has partnered with Piper’s Angels to support its mission of raising funds and awareness for the cystic fibrosis community.

“ABC Financial has a strong history of supporting long-term health and fitness initiatives in Florida,” said ABC Financial CEO Paul Schallar. “When we heard about Piper’s Angels, we were inspired to get the entire ABC organization behind this worthy cause. As a service provider for the fitness industry, ABC understands the many benefits of aerobic activity and nothing could be more important to us than supporting a charitable event like Crossing For A Cure.”

ABC Financial is motivating its entire community of stakeholders to become involved in the 2019 Crossing For A Cure – including its leadership, employees and customers. ABC employees will be offered entry into a rolling raffle for donations to the event and, during Employee Appreciation Week this Spring, employees will be encouraged to donate in exchange for the opportunity to send company executives swimming in a dunk tank. In addition, ABC is involving employees as part of a “virtual paddler” team for the Crossing For A Cure, and is playing videos from past endurance paddles throughout their campus to build excitement.

ABC customers helped the cause by showing off their strength at a pay-to-play high striker game in the company’s booth at a major fitness industry trade show, with bell ringers entered into a raffle for prizes. Piper’s Angels and Crossing For A Cure will benefit from 100 percent of game proceeds, and the charitable cause also will received immense exposure to 10,000 fitness industry professionals through customized ABC water bottles featuring the Piper’s Angels logo and the link to donate.

“We see Piper’s Angels and its Crossing For A Cure event as something our entire company can get behind,” said ABC Director of Public Relations and Events Jennifer Hutchinson. “This isn’t just another organization, and we’re excited to find different ways to get people excited and interested. We want to educate our employees, clients and vendors about this so they are connected to this cause long-term.”

The Crossing For A Cure charity event is an 80-mile endurance paddle challenge from Bimini, Bahamas to Florida's Lake Worth Beach, which last year featured 100 paddlers and raised more than \$280,000 for cystic fibrosis patients and their families. This year's event will take place on Saturday, June 15, with Piper's Angels striving for a \$1 million fundraising goal from sponsorships and paddler fundraising.

Additional information about the 2019 Crossing For A Cure, including sponsorships, donations and volunteer details, can be found online at <https://www.crossingforacure.com>. Additional information about ABC Financial can be found online at <http://www.abcfinancial.com>.

About Piper's Angels Foundation

Piper's Angels Foundation supports and improves the lives of families with cystic fibrosis by raising awareness, offering life-expanding activities, providing urgent financial support, and funding critical research. The organization aims to inspire action, make an impact and transform the lives of those affected by this disease. Additional information can be found online, at <https://www.pipersangels.org>.

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