

**NEW MEXICO
ACTIVITIES ASSOCIATION**



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News Announcement
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Marquez set for “Ice Bucket Challenge”

ALBUQUERQUE, NM – The New Mexico Activities Association announced Tuesday morning that Executive Director Sally Marquez will take the “Ice Bucket Challenge” on Wednesday, August 13 at 3pm outside the NMAA office.

The challenge involves an individual getting doused with buckets of ice water on video, posting that video to social media, and then nominating others to do the same, all in an effort to raise ALS (Lou Gehrig’s disease) awareness. Those who refuse to take the challenge are asked to make a donation to the ALS charity of their choice.

Ms. Marquez said, “On behalf of the NMAA, I am proud to take the ‘Ice Bucket Challenge’ to show our support of this social media phenomenon that will most definitely help raise awareness for ALS”.

The NMAA’s Executive Director will announce the next “Ice Bucket Challenge” nominee prior to her own dousing tomorrow afternoon.

For questions pertaining to this release, please contact NMAA Associate Director Dusty Young at (505) 977-5385 or dusty@nmact.org.

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