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**For Immediate Release:**

## **Mercedes-Benz \$10,000 Challenge to Benefit CHNK**

*Covington, KY, May 14, 2014* –Mercedes-Benz of Fort Mitchell is using its social media presence to raise critically needed funding for Children’s Home of Northern Kentucky. Now through the end of May, Facebook users are encouraged to “like” Mercedes-Benz of Fort Mitchell’s page and then “share” its Facebook wall post about CHNK. For every like/share that is accrued by May 31, Mercedes-Benz will donate \$1.00 to the Home – up to \$10,000.

Mercedes-Benz of Fort Mitchell General Manager Don Paparella explains, “If all you had to do was to ‘like’ something online to help a child in need, why wouldn’t you? Children’s Home of Northern Kentucky is a special place. Even more special is the love the children receive from the CHNK staff and the wider community. By ‘liking’ the Facebook page, you’re helping provide love to these deserving children.”

Don and his team connected with CHNK when the Fort Mitchell dealership first opened. Their first project to benefit CHNK was to host a Giving Tree on the showroom floor in December, encouraging employees and customers to donate personal care items and clothing that would then be given to the boys who live at the Home.

In January, Don joined the CHNK Board of Trustees as a Subject Matter Expert on the Development Committee. Later this month, he will be recommended by the committee to the full board to become an official trustee.

“Don Paparella and the team at Mercedes-Benz of Fort Mitchell have been incredible neighbors and supporters of CHNK since the dealership opened,” says Rick Wurth, CHNK Chief Executive Officer. “Having businesses supporting our Home and its mission hearkens back to our founding in the late 1880s when Amos Shinkle and several business leaders founded CHNK to address real needs in the community. The efforts of Don and the MB team directly impact the youth in our residential and community-based programs and their family members.”

Facebook users can find the Mercedes-Benz of Fort Mitchell page by visiting the link [www.facebook.com/MBFTMitchell](http://www.facebook.com/MBFTMitchell) or by searching for the dealership by name in Facebook’s search toolbar. Or, they can visit CHNK’s facebook page at [www.facebook.com/CHNK1882](http://www.facebook.com/CHNK1882) for a link to fundraiser information.

Founded in 1882, Children’s Home of Northern Kentucky operates two campuses – one in Burlington, KY and the other in Covington, KY. CHNK carries out its mission to be a community leader providing children and families opportunity and hope for better lives by offering residential and community-based treatment programs for abused, neglected, and at-risk children. Last year, the Home impacted over 400 children and families in 33 counties across the Commonwealth. CHNK is a member of the Children’s Alliance, Kentucky’s voice for at-risk children and families.

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For more information about Children’s Home of Northern Kentucky, please visit [www.chnk.org](http://www.chnk.org) or contact Rick W. Wurth, Chief Executive Officer, at 859.292.4177 or 859.468.5418.