



**FOR IMMEDIATE RELEASE**

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**RXR REALTY & UNDER ARMOUR Help SKIP of New York  
Empower Kids with Special Needs through  
The Starrett-Lehigh Sporting Goods Drive**

**Premier NY Real Estate Company and innovative sportswear manufacturer  
team up in leading tenants to support non-profit neighbor  
in historic Starrett-Lehigh Building**

New York City -- On April 28<sup>th</sup> from 4-6 pm, RXR Realty and Under Armour will celebrate young athletes with special needs at an afternoon of fun and games with 100 children at the offices of SKIP of New York. SKIP's **SPRING SPORTS BLAST 2015** is designed as an afternoon of celebration of the disabled and medically fragile children that SKIP serves, as well as their siblings and special friends. Every child attending will receive gifts of new and gently used athletic gear and sports equipment. These items are all donated by organizations at The Starrett-Lehigh Building to The Starrett-Lehigh Sporting Goods Drive, a partnership between RXR and Under Armour. Those attending SKIP's Sports Blast will also receive a Certificate of Recognition from SKIP.

The RXR Team at Starrett-Lehigh worked with tenants, SKIP and Under Armour, to launch this important initiative. "The Starrett-Lehigh Building is home to about 140 companies," said William Elder, RXR Executive Vice President and Managing Director, New York City. "We take an active role connecting our tenants and encouraging open communication and collaboration among the building's community." For weeks leading up to the event, RXR and Under Armour employees will collect gently used sporting goods from fellow tenants at Starrett-Lehigh, both doing good and raising awareness for SKIP and its mission.

"Under Armour is committed to giving back especially in communities where our teammates live and work," said Stacey Ullrich, Head of Global Giving and Community Affairs, Under Armour. "We're honored to partner with SKIP and help foster a sense of empowerment amongst the children they support in New York City."

"We thank RXR and the Starrett-Lehigh team. We are so excited to work with Under Armour," said Margaret Mikol, Executive Director and Co-Founder of SKIP. "Many of the 5,000 New York children we serve each year live at or below the poverty level, so receiving a piece of sports equipment and athletic gear through the assistance of a brand like Under Armour is a dream come true."

Activities designed for the special needs children attending the party, as well as their siblings and their guests, will be organized pro bono by SNACK\*, a New York City recreational center for autistic children. SNACK\* founder and SKIP mom Jackie Ceonzo said, "SKIP has given so much to our family -- it is my pleasure to be able to give back to this community by making the party super fun." SKIP's Parents Committee will provide additional activities, food and decorations, including helping the kids create surprise thank you gifts for Under Armour and Starrett-Lehigh.

**About Under Armour:** Founded in 1996 by former University of Maryland football player Kevin Plank, [Under Armour](#) is the originator of performance apparel – gear engineered to keep athletes cool, dry and light throughout the course of a game, practice or workout. Under Armour’s mission is make all athletes better through passion, design and the relentless pursuit of innovation.

**About SKIP:** SKIP (Sick Kids [Need] Involved People) helps New York's sickest children. The award-winning SKIP acts as a free medical concierge, connecting children with the services and equipment they need to heal and live at home rather than in hospitals or institutions. Over 800,000 children in New York suffer from autism, developmental disabilities, birth defects or disabling accidents. SKIP transforms the lives of the 5,000 medically vulnerable children it helps each year. And, on average, SKIP saves over \$50 million in public expense annually. Established in 1983, SKIP is the only 501 (c)(3) nonprofit of its kind. On May 7, 2015, SKIP will honor Pat and Bob Schieffer with the *Ruby Slipper Award* for outstanding service to children with special needs. Journalist Anderson Cooper, anchor of Anderson Cooper 360°, will present the award to the veteran CBS newsman and education advocate.

**About SNACK\*:** The mission of SNACK\* (Special Needs Activity Center for Kids), a 501c3 not-for-profit organization, is to fill a void for children, teens & young adults affected with Autism Spectrum Disorders (ASD) and similar disabilities, by providing unique after-school and weekend programs designed and staffed to address their needs. SNACK\* also provides pre-vocational training and supported employment opportunities. SNACK\* activity centers are devoted to "Fun, Friends, and Hope" and welcomes those with physical disabilities, verbal and non-verbal language abilities, across all socio-economic, race, and ethnic backgrounds. A key philosophy of SNACK\* is to serve people of ALL capabilities no matter how challenging the behavior and we are committed to NEVER turning any one away. SNACK\* is here to provide them with the support they need to thrive - the opportunity to make friends, have fun, improve social skills, build confidence, work and participate in activities that typical kids do everyday

**About Starrett-Lehigh and RXR Realty:**

[RXR Realty](#) is a New York real estate operating company. With a significant presence in the NY region, the Company has established a franchise uniquely positioned to provide the highest quality real estate and premier services. The Company’s infrastructure, depth of management and financial strength ensure a significant competitive advantage across its markets, defining its position as the leading real estate owner, manager and developer in the Tri-State New York area. At 2.3 million square feet, featuring miles of ribbon windows and a landmarked architectural design, the Starrett-Lehigh Building is an iconic Manhattan property, home to many global leaders in fashion, design, the arts, media and technology. Located at 601 West 26<sup>th</sup> Street, the property features unobstructed, spectacular views of Manhattan and the Hudson River. [The Starrett-Lehigh Building](#) is the largest and most prominent building in the exciting West Chelsea region.

For more information, please visit [www.skipofny.org](http://www.skipofny.org) or call (212) 268-5999 x238.

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