



**For Immediate Release**

September 14, 2005

**Iverson Sponsors Run/Walk for Psoriatic Arthritis**

*-Area Businesses and Community Support Research for a Cure*

**MILWAUKEE, WI, September 14, 2005** – Iverson Language Associates, Inc. was one of several sponsors of the second annual Michael Tarney Run/Walk for Psoriatic Arthritis. The event, which took place on September 10<sup>th</sup> in Milwaukee, raised over \$20,000 for the 1.1 million people in Wisconsin affected by arthritis and related diseases. The proceeds of the event will support ongoing research to cure the many forms of arthritis, especially psoriatic arthritis.

The Wisconsin Chapter of the Arthritis Foundation, and Michael Tarney, a local restaurant owner, were the leading co-sponsors of the event, along with many area businesses. “I want people to realize how devastating this disease can be,” said Tarney. “But I also want them to know that there is hope and, by working together, we increase our chances of finding the cures that will change lives for so many people.”

Last year’s event raised over \$10,000 for the 1.1 million people in Wisconsin affected by arthritis. This year, there was a 100% increase in donations from area businesses, individuals and families. “This level of response is very encouraging; we’re glad to be involved in this event to support ongoing research in an effort to find a cure,” said Steve Iverson, President/CEO of Iverson Language Associates, Inc.

More information about the Arthritis Foundation can be found at [www.arthritis.org](http://www.arthritis.org).

Information on Iverson Language Associates, Inc. can be found at [www.iversonlang.com](http://www.iversonlang.com).

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