

# 'A Day at the Zoo' Fundraising Event for the First Responders Children's Foundation Will Honor Two Remarkable Individuals

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NEWS PROVIDED BY

**First Responders Children's Foundation** →

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NEW YORK, May 1, 2019 /PRNewswire/ -- TheFirst Responders Children's Foundation (FRCF) announced today that they will be honoring two remarkable individuals at the charity's spring fundraising event, *A Day at The Zoo*. FRCF Board member and INVNT CEO Scott Cullather of New York and Officer Tommy Norman of Arkansas will be honored at the event, to be hosted at the Central Park Zoo on May 18.

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The First Responders Children's Foundation  
Invites You To



# A DAY AT THE ZOO

A benefit to raise awareness and support  
for the children and families of first responders

HONORING  
**SCOTT CULLATHER, INVNT & OFFICER TOMMY NORMAN**  
FEATURING: Fire Truck, Mounted Police, Scavenger Hunt, Zoo Animals

The Central Park Zoo  
Please enter at Fifth Avenue & 60th Street  
New York City



Saturday, May 18, 2019 | 11:00 AM - 3:00 PM



Kindly RSVP To  
[FirstResponderKids.org/events](http://FirstResponderKids.org/events)

Invite to A Day at the Zoo

Cullather will be named the charity's 2019 Corporate Hero in recognition of his ongoing support of the FRCF. Officer Norman will be named the charity's 2019 Public Service Hero for the work he does through his nonprofit, Mission Give.

Attendees of the event will help raise funds to support the FRCF's year-round programs, including college scholarships for the children of first responders, emergency grants for the families of first responders and industry grants for first responder departments. The funds raised will be used to sponsor educational programs for all children to raise awareness around public safety in communities throughout America.

The event will feature a scavenger hunt, fire truck, mounted police and zoo animals. The event will also hold a silent auction, and an online auction has been launched to support the charity.

Commenting on the event, Jillian Crane, President of the First Responders Children's Foundation said, "*A Day at the Zoo* is a family-friendly benefit that brings our youth into the conversation of how they and their families can support first responders and their children. It is essential that, from an early age, children learn the importance of giving back to their communities. The FRCF mission includes raising children's awareness around the significant contribution first responders make to keep them and their families safe.

We hope that by expanding our mission to include all first responders children we will have a greater impact helping first responder families throughout the United States. Now more than ever, children of first responders are in need of the support provided by socially-minded companies and business leaders. We will be honoring two remarkable individuals who give back to their communities and beyond: Scott Cullather and Officer Tommy Norman."

Cullather added: "Living in New York City, my family and I are completely indebted to the first responders who protect, defend and watch over us, those around the country and the world. While the rest of us go about our daily lives, first responders risk theirs daily. We should all be more appreciative of their often thankless commitment to protecting us every day. I am a big believer in the charity's mission and purpose, and the fact that it raises awareness of the critical importance of first responders and the necessary funds to help those families who have lost a loved one in the line of duty. INVNT is proud to support the First Responders Children's Foundation on their upcoming *A Day at The Zoo* event, and I am thrilled to be recognized as this year's Corporate Hero. I thank those who have already contributed to this incredible organization and encourage others to do the same - any amount, no matter how big or small - can help make a difference."

Officer Norman responded by saying: "I'm extremely honored, although not worthy, to receive the Public Service Hero Award. I accept this award on behalf of all members of public service across the world, as we work together to make a difference. Making a true difference is building bridges with members of the community and breaking barriers. Building trust and respect that can't be broken. Being a public servant is the highest form of privilege one can have."

To purchase tickets to *A Day at The Zoo*, visit: <https://firstresponderkids.org/zoo>.

To donate to the First Responders Children's Foundation, visit: [www.firstresponderkids.org/donate/](http://www.firstresponderkids.org/donate/).

To bid on auction items visit: <http://frcf.givesmart.com>.

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## **About First Responder Children's Foundation**

The First Responders Children's Foundation (FRCF) is committed to ensuring that the children of first responders receive the resources necessary to help them thrive and become the heroes of tomorrow. Understanding the sacrifice first responder families make to ensure our safety, FRCF provides strategic support through scholarships and grants, while hosting family-friendly events to help establish support networks for first responder families nationwide. More information on FRCF is available at [www.firstresponderkids.org](http://www.firstresponderkids.org).

## **About INVNT**

Founded in 2008 by Scott Cullather and Kristina McCoobery, INVNT is the global live brand storytelling agency™. The company's "challenge everything" positioning statement helps clients, including General Motors, Grant Thornton, Merck, PepsiCo, Samsung and Subway share their stories – live – with every audience that matters. "The tribe" is INVNT's diverse, talented and creative team behind the stories and brand experiences that people just can't stop talking about. INVNT's offices are strategically located in New York, London, Sydney, Detroit, San Francisco, Washington D.C., Stockholm and Singapore. For more information visit [www.invnt.com](http://www.invnt.com).

## **About Mission Give**

Throughout his 20 years serving as a police officer in Arkansas, Tommy Norman possesses a passion for building relationships within his community. Officer Norman spends his shifts meeting children at the bus stop, visiting with senior citizens at the local center and laying the foundation for respectful and loving relationships with the people he was called to serve. Over the years, Officer Norman became known for his love and commitment to the people in his community. As a hometown hero, it was common to see Tommy passing out snacks to children, working the high school games and participating in the annual "Shop with a Cop" program during the holidays. With the growing popularity of social media, Tommy decided to showcase his daily commitment and interactions to his social media friends. Tommy had no idea that simply posting videos of his daily interactions with his community would gain global attention and ignite a movement. Within two years, Officer Norman's social media following grew to over 1.2 million! Followers fell in love with his method of community policing and his call to action that "every badge should have a heartbeat." For more information visit [www.mymissiongive.org](http://www.mymissiongive.org).

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Invite to A Day at the Zoo

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