



Changing Faces, Transforming Lives

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NEW YORK, NY, September 22, 2020 – myFace, a leading nonprofit focused on providing comprehensive care, education, and information to help people with craniofacial differences lead full and productive lives, will host The **myFace 8th Annual Races for Faces Virtual Kickoff Celebration** on Saturday, September 26, 10:00-11:00 AM ET at myFace.org/racesforfaces.

WABC-TV’s Meteorologist **Jeff Smith** will emcee the virtual event and joining us for a special appearance will be comedian and internet sensation, **Sarah Cooper**.

Throughout the program, special performances will include My Face Stars Abby, Jahzara and Zian Joy.

Races for Faces is one of our most important fundraising and outreach events of the year. It has traditionally been an in-person 5k walk, however, these challenging times call for a new approach, and this year we are taking this event Virtual!

More than half a million people in the US are living with a craniofacial difference and they all deserve access to personalized care and support.

“While we can’t be together in person, we can still celebrate together as a community. This virtual iteration of **Races for Faces** will allow friends from anywhere to join us as we recognize Craniofacial Acceptance Month and bring broader awareness of myFace as the organization dedicated to changing faces and transforming lives,” said myFace Executive Director Stephanie Paul. “Every hour, a child is born with a craniofacial difference, and myFace is committed to being there to provide critical education, support, and access to holistic comprehensive care that can change outcomes.”

Additionally, on September 26 at 7:30 PM ET, rising star and driver of No. 08 Bucked Up Energy driver **Joe Graf Jr.** will also participate in **Races for Faces** from the Las Vegas (Nev.) Motor Speedway in the NASCAR Xfinity Series Alcoso 300.

Graf has committed to his own race to bring attention to myFace’s work. “I plan to complete all 200 laps in honor of my incredible sister who has triumphed through her own facial differences, I have pledged \$10.00 per lap completed,” explained Joe Graf Jr. “I challenge the NASCAR community to join me by making a gift to team [Joe Graf Jr. Racing](http://JoeGrafJr.Racing).”



Joe Graf, Jr. speaking with myFace stars, Claudia and Emily.



myFace is honored to be supported by WABC Radio personality, **Bruce Morrow**, otherwise known to millions as “Cousin Brucie.” Cousin Brucie has been an active member of the myFace community for more than three decades. He and his wife, Jodie, have seen firsthand the impact myFace has on the lives of so many deserving patients and families. Join Cousin Brucie by supporting [The Cuz’s Crew](http://TheCuzsCrew).

“I’ve been involved with myFace for many years along with my wife, Jodie. We’ve met such amazing and talented kids who inspire us despite the tremendous challenges they face. We’ve watched many of them grow up and blossom into accomplished adults. We know that the more people myFace can reach, the more they can help those who need it. But they can’t do it without your support,” said Cousin Brucie.

We are grateful to Presenting Sponsors KLS Martin Group and Fogarty Finger Architecture Interiors who have partnered with myFace to support the success of our mission.

To sign up as a Races for Faces participant or donate now visit, [RacesForFaces.org](https://www.RacesForFaces.org).

About myFace

myFace is a leading non-profit organization dedicated to changing the faces - and transforming the lives - of children and adults with facial differences. For nearly 70 years, myFace has worked with patients and families to provide multi-disciplinary, comprehensive care by funding medical, dental, speech, nutrition and psychosocial services. myFace also provides other important services and resources, such as access to patient and family support groups, workshops, and webinars; travel assistance and housing for out-of-town families; as well as education and public awareness.

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