

FOR IMMEDIATE RELEASE

2015 Run or Walk for Southlake raises \$280,000 NET for Hospital

Newmarket, Ontario – June 24, 2015 – From the tiniest toddlers to the seasoned marathoners, more than 1,900 people took part in the 2015 Run or Walk for Southlake presented by Nature’s Emporium and raised \$280,000 NET for Southlake Regional Health Centre.

With the funds raised at this year’s event, the Run or Walk for Southlake has raised over \$1 million for Southlake since the inception of the event. “A number like that only comes once in a lifetime,” says Neila Poscente, President & CEO, Southlake Regional Health Centre Foundation. “It’s so inspiring to see that our community cares so much about their hospital!”

The Run or Walk for Southlake is the evolution of the Bob Hartwell Challenge that began with a group of friends paying tribute to local businessman, civic leader and avid runner, Bob Hartwell. As he looked into the crowd of thousands of participants and supporters, event co-chair Steve Hinder told participants how proud Bob would be to see what the event has grown into, and how much money has been raised for Southlake.



Run Ambassador Jamie Pimek also addressed the crowd, sharing his experience about the care he received at the Stronach Regional Cancer Centre. “Living so close to a world-class cancer centre made my life that much easier during a difficult time,” he told the crowd. “Thank you for coming out here today and raising money for Southlake. It is an incredible thing to have a hospital like this so close to home.”

This year’s event had an enormous boost from team participation, with teams raising over \$173,000 of the total pledging dollars. Each team had their own reason for walking or running – many doing so in support of family members, friends and colleagues being treated at Southlake, or those who have had their lives transformed by the care received at our hospital.

Participants tweeted their photos throughout the event and by 10:00 a.m. #runforsouthlake was the top trending hashtag in Canada.

Poscente gave credit to Nature’s Emporium, who has been the title sponsor of the event for three years in a row. Addressing the crowd, she said: “For Joe, Mary and the team at Nature’s, their involvement doesn’t end with sponsorship. They also generate donations and awareness at both of their locations in Newmarket and Maple, and they have a team that runs in the event each year.”

The funds raised at the Run or Walk for Southlake will be used to support Southlake’s most urgent needs. Hospitals do not receive funding for new or replacement hospital equipment, outside of capital builds, which is why Southlake depends on community support to keep Southlake’s health care team working with the most up-to-date tools and equipment.

Top Fundraising Teams:

- Bank – Scotiabank - \$25,000
- Friends & Family – Team Pete - \$18,286
- Corporate – Hustle for Hugh (TELUS) - \$ 9,585
- Municipal – Team Aurora - \$7,025
- Hospital- Stronach Linear Accelerators - \$5,675
- Community Group – Aurora Soccer Club - \$ 2,005
- School – St. Nicholas CES - \$1,235

Top Individual Fundraisers:

- 12 & Under:
 - Male – Raif - \$525
 - Female – Cassidy - \$2,895
- 13-18:
 - Male – Ryan - \$570
 - Female – Kirsten - \$1,000
- 19+:
 - Male – Tom Nemeth - \$5,660
 - Female – Robin Macken - \$1,900

For more information, please contact:

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