

**For Immediate Release**

**February 2, 2018**

**MEDIA RELEASE**

**SOUTHLAKE AIMS FOR SOLD OUT FUNDRAISING EVENT!**

**Newmarket, ON** – Registration is now open for the 16<sup>th</sup> Annual *Run or Walk for Southlake*, presented by Nature's Emporium. This 5K road race and fundraising event will take place on April 29, 2018 on Davis Drive and, this year, we're aiming for a sold out event with 1,500 participants!

Since Southlake celebrated the 15<sup>th</sup> anniversary of this event in 2017, two new CEO's have been welcomed to both the Hospital and Foundation, preparing to take the hospital forward to a bold and exciting future.

"We're really looking forward to getting out there and having the opportunity to meet and interact with people from our community who are passionate about Southlake," said President & CEO of Southlake Foundation, Susan Mullin, a sentiment echoed by her Hospital counterpart.

"This event is critical to our hospital's annual funding and directly tied to patient care," said President & CEO of Southlake Regional Health Centre, Arden Krystal. "By participating in the *Run or Walk for Southlake* or supporting someone who is, people can have an important and immediate impact for patients in our area."

Funds raised through this event support the most urgent priorities across the hospital, such as the replacement of aging equipment and the purchase of the most current technology and equipment that allow Southlake to stand by our promise to deliver world-class care, close to home.

The event offers something for everyone – a family friendly environment complete with a KidZone makes it a great event for all ages, and competitive runners can enjoy the route as a great training opportunity on a well-surfaced road with all the benefits of a timed race. Speed corals will be in place to send the runners through first, followed by joggers and walkers, to keep all of our participants safe. In addition to an Athletes' Village, participants will enjoy a group warm-up as part of the opening ceremonies, and awards will be presented to the top individual and team fundraisers at the event.

For the second consecutive year, participants have the exclusive opportunity to run and walk along Davis Drive, under the iconic Southlake bridge and directly past the hospital that is the inspiration for it all!

"We're thrilled that for the second year "running", the community and the hospital will come together under the Southlake bridge to support the hospital," said Ms. Mullin. "For our participants, they are reminded every step of the way of Southlake and the reason they are running or walking. And for our staff, imagine their pride in watching more than a thousand participants actively supporting their work." All registered participants will receive a free custom T-shirt, race kit, race bib, finishing medal, finish line photo, free parking, and speed corals to keep our runners and walkers safe. Registration is now open at [www.runforsouthlake.ca](http://www.runforsouthlake.ca).

# Run or Walk for SOUTHLAKE

presented by **Nature's**  
EMPORIUM



## Quick Facts

- **Date:** Sunday, April 29, 2018
- **Time:** 8:15 a.m. – 11:00 a.m.
- **Location:** Start/Finish line and Athletes' Village located at the Newmarket Senior's Meeting Place, 474 Davis Drive
- **Early bird registration savings expire March 1<sup>st</sup>**
- KidZone with face painting, bouncy castle, live entertainment and more!

## About the *Run or Walk for Southlake*

The *Run or Walk for Southlake*, presented by Nature's Emporium, is a 5K timed road race down Davis Drive, with a route that passes under the iconic Southlake bridge and directly past Southlake Regional Health Centre – a hospital that serves patients in York Region, Simcoe and Dufferin Counties, and even as far north as Muskoka. This all-ages event is Southlake's biggest annual fundraiser, a fun event for the whole family! Funds raised support the purchase of urgently-needed tools and equipment that Southlake's doctors, nurses and staff depend on to save lives.

## About Southlake Regional Health Centre Foundation

Since the inception of Southlake Foundation in 1980 over \$100 million dollars has been raised in support of Southlake Regional Health Centre. Working with members of the community, hundreds of volunteers, the Southlake Family and our incredible donors, Southlake Foundation will continue to support life-saving medical equipment, infrastructure upgrades and expansions, patient programs and staff education, all for the goal of transforming the lives of patients and families, close to home. For more information visit: [www.southlakefoundation.ca](http://www.southlakefoundation.ca)

-30-

## Michelle Waller

Associate Vice-President, Donor Experience  
Southlake Regional Health Centre Foundation

e: [MWaller@southlakeregional.org](mailto:MWaller@southlakeregional.org)

t: (905) 836-7333 ext. 5101

toll free: 1-877-457-2036