



Community Campaign Finally at Starting Line

Southlake's fundraising campaign to build the Regional Cancer Program will finally get its official public launch on **Sunday, April 27, 2008** in conjunction with the Bob Hartwell Runner's Challenge in Aurora.

The launch of the community phase of the Southlake . . . *count on me* campaign is a signal that the \$60 million goal is in sight but will need the support of our broader community to bring the dream to reality. Already, organizations across our region, including schools, businesses, service clubs and community groups are beginning to plan how they will support the campaign and our goal is to encourage that participation. After all, the Regional Cancer Program will serve almost every family in our region given the anticipated incidence of cancer.

The event will see donors, volunteers, cancer survivors, community event organizers and key community leaders participate in a ceremony to 'pass the torch' to the communities across our region, challenging them to help raise the remaining portion of our \$60 million goal. And, for the first time, the campaign will publicly announce its results to date.

All community members are encouraged to come out to celebrate this important milestone and mark the final phase of our campaign.

Runners, walkers, and families are encouraged to register for one of the events. This is a great opportunity for community members to just get out walking or running, show support for Southlake and welcome the (finally) warm spring weather.



An exciting community event in its 7th year, the Hartwell Runner's Challenge typically attracts about 800 loyal runners and is organized by the Aurora running community to celebrate the spirit and life of the late Bob Hartwell. For the first time, the Hartwell Runner's Challenge will donate a portion of net proceeds to the Regional

Cancer Program at Southlake.

Bob's wife, Barb Hartwell, is a member of the Southlake Foundation Board of Directors and an active member of several Foundation committees.

The Hartwell Runner's Challenge has something for everyone including:

- Half marathon and walk
- Two person half marathon relay
- 5 km race
- Merry mini-mile for kids.

Registration information and further details can be found at www.hartwellchallenge.com.



Southlake . . . *Count on me*



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