

RUN FOR YOUR LIFE

WHO WAS TERRY FOX?

Terry Fox was an 18 year old student and dedicated athlete at Simon Fraser University when he learned that the pain in his right knee was a cancerous tumour. Doctors told him that his leg would have to be amputated six inches above the knee to stop the spread of bone cancer.

During Terry's hospital stay he witnessed the pain and suffering of the other cancer ward patients and he decided that "somewhere the hurting must stop".

Terry believed that the only way to make a difference was to find a cure for cancer. He decided to run across Canada to raise money for cancer research.

In 16 months, he ran a total of 3,159 miles (5,054 km) in preparation for his cross-country trek.

By April 12th, 1980, he was in top physical shape, had secured sponsors, and was now poised on the brink of a great adventure. Terry called it his "Marathon of Hope". He was going to run across Canada from St. John's Newfoundland to Vancouver Island no matter how long it took or what toll it exacted. He averaged a marathon (26 miles or 42 km) every day. There were many days of great physical pain, but Terry persevered, winning admirers with every step. By the time he reached Toronto in July, the streets were filled with people cheering, weeping and full of pride for their own Canadian hero.

Terry ran for 143 days, two thirds of the way across Canada (3,339 miles of 5,342 km), until he was forced to stop near Thunder Bay, Ontario, on September 1, 1980. Cancer had spread to his lungs and he was flown home to British Columbia for further medical treatment. It was a heartbreaking end to Terry's personal journey.

Terry Fox captured the hearts of people all across Canada. Within 48 hours of him being hospitalized again, a national telethon tribute was being organized to run on the CTV network. This telethon contributed a further ten million dollars to the Marathon of Hope. Along with Terry's run, it brought the total to \$24.17 million achieving Terry's goal of raising one dollar for every Canadian.

Terry Fox died June 28th, 1981, one month before his 23rd birthday.

With incredible determination he had pushed himself to the fullest and he remains an inspiration to us all. His Marathon of Hope and the money raised for cancer research proved that one person can make a

difference and that nothing is impossible if we try.

WHAT IS THE TERRY FOX RUN?

The Terry Fox Run is an annual event, coordinated by The Terry Fox Run Foundation, to raise financial support and increase awareness of the need for cancer research. The Run is organized each year on the second Sunday following Labour Day. This timing is important because it signifies when Terry was forced to stop his run and illustrates our dedication to continue his dream of finding a cure for cancer.

The Terry Fox Run is a joyful, warm-spirited community event which includes many different activities, from participation at run sites to special events. Many families look forward to participating in this healthful, positive outing. A number of sites organize barbecues and entertainment for children in conjunction with the walk/jog route, making the day a relaxing and fun way to celebrate the memory of a fine young Canadian and, at the same time, contribute to cancer research. The Terry Fox Run benefits from many different types of involvement: organizations promote corporate challenges, schools organize various events, and communities hold local fundraising events.

HOW DID THE TERRY FOX RUN START?

The idea for an annual fundraising event in Terry's name came from Isadore Sharp, Chairman and President of Four Seasons Hotels, one of Terry's original sponsors. In a telegram to Terry shortly after he was forced to stop his run, Mr. Sharp made a commitment to organize an annual fundraising run to continue the battle against cancer. "The Marathon of Hope has just begun. You started it. We will not rest until your dream to find a cure for cancer has been realized", the telegram read.

With the help of Four Seasons Hotels, the Canadian Cancer Society, the Canadian Track and Field Association and Fitness and Amateur Sport Canada, the first Terry Fox Run was held on September 13, 1981. More than 300,000 people took part, at 760 locations, raising \$3.5 million.

HOW IS THE RUN ORGANIZED?

The Terry Fox Run Foundation, established in 1988, is headed by the National Run Committee. The Foundation includes representatives from the Fox Family, the Canadian Cancer Society, Fitness and Amateur Sport Canada, Four Seasons Hotels and The Terry Fox Run. Terry's parents, Betty and Rolly Fox, are Honorary Chairpersons of The Terry Fox Run and as such ensure that the Fox family is involved in all major decisions with regards to the Run. Betty Fox takes an active role travelling across Canada visiting schools and speaking to groups about the run and the importance of keeping Terry's dream alive. She also represents the Fox family as a member of the National Run Committee to ensure that Terry's name is not commercially exploited.

Although the Run has grown over the years and now has eight provincial offices across Canada and a national office in Toronto, the focus will always be at the "grass roots" level. The real success of the Run lies in its corps of more than 100,000 dedicated volunteers.

WHERE DOES THE MONEY GO?

In response to the specific wishes of Terry Fox himself, all funds raised are directed to cancer research. Each year the money is donated to the National Cancer Institute of Canada, and is used to help fund innovative and ground-breaking research initiatives. The NCIC is responsible for identifying research programs and allocating monies from The Terry Fox Research Fund to approved projects.

The Terry Fox Run continues to be a significant source of funding for cancer research. To date, Terry's Marathon together with the ten Terry Fox Runs have raised over \$90 million for cancer research. Some of the most promising cancer research in Canada is made possible through donations from The Terry Fox Run.

The 11th Annual Terry Fox Run: This Sunday

Date: Sunday, September 15, 1991

Time: 1:00pm Rain or shine!

Registration: 11:00am - 2:00pm, Beaverbrook Gymnasium - UNB Campus

Route: Begins at the Beaverbrook Gymnasium, proceeds down University Avenue, left onto Churchill, right onto St. John Street, proceeds onto the Green, left along the Green to the Aquatic Centre, comes out onto Woodstock Road and proceeds to the new Sheraton (5km).

(the 10km proceeds back from the Sheraton along the same route, finishing at the Gymnasium)

Notes: Water stops provided

Participants pick-up certificates after the run at the registration desk

The Student Union will look after the run at the registration desk

The Student union will look after the traffic

You can walk, run, wheel, jog, . . .

Pledge sheets and monies are to be brought to the registration desk at the run site or any chartered bank

Runners should note their own time

All participants should register at the registration desk. The pledge sheets are available at Scotiabank, Kwik Kopy, and K-mart locations. The emphasis of the Terry Fox Run is participation and fun. For enquiries, call Greg Lutes at 453-4955, or the Terry Fox run office at 1-800-561-8369

