



Media Advisory Photo Opportunity

Thursday, May 26, 2005

For Immediate Release

Annual Easter Seals Run/Walkathon gets underway this weekend

NEWMARKET – *The Annual Easter Seals Run/Walkathon founded by Joe Persechini* will kick off its 29th year on **Sunday, May 29th at the Upper Canada Mall in Newmarket** (located at the northwest corner of Yonge St. and Davis Dr.) and is expected to attract more than 3,000 participants and 300 volunteers.

The annual Newmarket-based Easter Seals Run/Walkathon – which has raised more than \$2.9 million to date towards assisting children with physical disabilities – is a nine kilometre, closed street course, suitable for runners and walkers of all ages.

The route starts at Upper Canada Mall and proceeds north on Yonge Street; west on Green Lane; south on Bathurst; east on Highway 9 and back to the Upper Canada Mall.

Registration is open from 7 a.m. to 8:30 a.m. with the Run/Walkathon starting at 8:30 a.m.

Pre-registration in Upper Canada Mall will take place on Thursday, May 26th, 4 p.m. to 8 p.m.; Friday, May 27th, 1 p.m. to 8 p.m. and Saturday, May 28th, 9 a.m. to 3 p.m.

For more information on the Easter Seal Society and the Run/Walkathon, visit: www.persechinirun.org

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