



**RED SHOE RUN**  
***for Donor Awareness***

**FOR IMMEDIATE RELEASE**

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**IT'S ALMOST TIME FOR**  
**THE SEVENTH ANNUAL**  
**RED SHOE RUN—*For Donor Awareness***

Rockford, IL—The Seventh Annual Red Shoe Run—*For Donor Awareness* will take place this Saturday, **April 10<sup>th</sup>, 2010** at Northern Illinois University—Rockford. This **5-K competitive run and one-mile fitness walk** is to raise funds and awareness of the need for lifesaving donations of blood, bone marrow, cornea, organs and tissues. Be a HERO....

Race time is 8:00am sharp! Pre-registration will be held at NIU—Rockford from 4 – 7pm on Friday, April 9<sup>th</sup> and beginning at 6:30am on Race Day.

Prized awarded in 15 different age divisions. The first 300 registered will receive a special edition event t-shirt.

Proceeds from this event will support the local donation community. The Rock River Valley Blood Center's Marrow Donor Program is the beneficiary. By supporting the "Red Shoe Run – for Donor Awareness" you will be aligning yourself with local leaders who are committed to making a difference in the lives of patients and families in our community. Each year more than 35,000 people from all racial, ethnic and socioeconomic backgrounds are diagnosed with life-threatening blood diseases such as leukemia, aplastic anemia, sickle cell disease etc., many could be cured with a marrow cell transplant...but they need matching donors.

Zero Lives will be saved if we do nothing...  
It takes just one special person to save a life...Let it be YOU!