



RED SHOE RUN
for Donor Awareness

FOR IMMEDIATE RELEASE

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SAVE THE DATE
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 Saturday, **April 10th, 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....LOG ON TO www.redshoerun.org to sign up to walk, run and raise funds!

Race time is 8:00am sharp! Pre-registration will be held at NIU—Rockford from 4 – 7pm on Friday April 10th or 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 Be the Match 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!