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**Northern
Cancer Fund**



**Northern
Cardiac Fund**



**Health Sciences
Discovery Fund**

Media release

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Boot Camp boosts cancer care

Dressed in combat gear and with whistles blowing, the drill-sergeants of the Boot Camp for Hope “stormed” offices throughout Thunder Bay today to recruit participants.

The Boot Camp for Hope takes place on Saturday, May 28, 2011 at the Lakehead University Hanger. Today’s tactics were aimed at encouraging teams to sign up for the event in support of the Northern Cancer Fund of the Thunder Bay Regional Health Sciences Foundation.

The Boot Camp for Hope is a fitness team relay involving a wide array of exercises to whip your butt into shape. Participating teams are required to have one team member on the field at all times and tag-in a new participant every hour. The ideal team number is six so each member participates for one session. All it takes is a minimum of \$50 in donations from family, friends and coworkers for each participant.

Kim Chase, event organizer, is a fitness training professional and ex-military member. She is one of several drill-sergeants who will lead the participants. “We will encourage people to push themselves beyond their comfort zones to safely and effectively produce results,” she says, adding, “Don’t be afraid of the word ‘Boot Camp’. We won’t run through the trenches or perform 1000 pushups. But we will make you sweat.”

Tracie Smith, Health Sciences Foundation Director of Communications, says the Boot Camp for Hope sends a great message. “In addition to raising funds for cancer care in our community, the Boot Camp for Hope encourages people to be active and eat well - activities that go a long way toward preventing cancer.” 100% of the funds raised will remain in Northwestern Ontario to support cancer education & awareness, screening, treatment and research.

Supporting local cancer care is a key motivator for Brenda Jackson of Investors Group. Jackson is sponsoring the event, and will also participate. “So many people in our community are touched by cancer. We can play a role in supporting them and keeping cancer at bay through this creative event,” she says. “What better way to show the spirit of your workplace and raise money for an important cause?”

To register for or learn more about the Boot Camp for Hope, contact Chase Fitness at 807-621-5500. Registration forms and more information are available at www.chasefitness.ca.

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