



**Thunder Bay Regional
Health Sciences
Foundation**

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Northern
Cancer Fund



Northern
Cardiac Fund



Health Sciences
Discovery Fund

Media release

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Cancer spurs hope

Horse enthusiasts are gearing up to ride for a cause. The third annual **Spur the Cure** will be held on August 7, 2010. The event will raise funds for the Northern Cancer Fund of the Thunder Bay Regional Health Sciences Foundation. 100% of the funds raised will stay in Northwestern Ontario to support world-class cancer care at Regional Cancer Care.

Riders collect pledges and set out on a picturesque rural trail ride that begins at The Rocking M Ranch on Pebblestone Road, stopping for lunch and dinner. The event wraps up with a dinner and dance at This Old Barn (Oliver Road) featuring live music by Nashville bluegrass band Special Consensus and local talent the Uxmal Project. The event also includes a bull riding show, live and silent auctions and prizes.

Participants can register for \$30, which includes lunch. Those who raise a minimum of \$250 in pledges receive all meals and entertainment for free. People without horses are also able to participate. Tickets for the lunch, dinner and entertainment can be purchased separately (lunch \$5 per person, dinner \$15 per person, entertainment \$15 per person). Tickets may be purchased at the event.

Laura Cheetham is one of the event organizers. Watching her mother battle cancer motivated her to start the event. The fear of cancer returning keeps her going. "Cancer is a battle. That's why we are helping in the fight. We want to make a difference," she says.

Cheetham anticipates the event will raise \$15,000. "The horse community really gets behind Spur the Cure. We all have to deal with the fear, pain, despair and heartache that cancer brings to our doors. But there is hope. We can work together to help more people survive cancer," Cheetham says.

For more information about Spur the Cure, email spurthecure@yahoo.ca or visit www.spurthecure.com.

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Members of the media are invited to attend Spur the Cure:

Saturday, August 7, 2010

Rocking M Ranch

Pebblestone Road (off Hwy 11/17, before the Stanley turn-off)

9:00am

For further information, please contact:

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Spur the Cure
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