

- For Immediate Release –

**35th Anniversary of the Terry Fox “MARATHON OF HOPE”
Celebration and Fundraiser kicks off for the 2015 Terry Fox Run
at Running Room locations April 12, 2015**

How many times can we run across Canada...

Toronto, ON – March 25, 2015 – April 12, 2015 marks the 35th anniversary of the date Terry Fox started his iconic cross-Country run. To celebrate Terry's “Marathon of Hope” and keep his dream alive, the Terry Fox Foundation and Running Room are partnering to tally up how many times can we run across Canada. To kick off the celebration and fundraising for the 2015 Terry Fox Run, participants are invited to run or walk from 1K to 10K or more to help raise awareness of Terry's dream to work together as a nation to outrun cancer; every kilometre counts as we tally up the total distance travelled.

Running Room founder John Stanton says Terry's “Marathon of Hope” is still an inspiration, “Terry was a runner and a competitor and we are honoured to get out on April 12th and see how many times we can run across Canada. Terry realized that anything is possible if you try, and we want to celebrate this legacy. We hope all participants will take a moment to reflect on the effort Terry had to make in every kilometre of the 5,373 he ran and to continue in his footsteps to raise funds for cancer research, with each step bringing us closer to a cure.”

Terry's older brother Fred Fox, who is the Manager of Supporter Relations for the Terry Fox Foundation, says this initiative to mark 35 years since Terry's run is amazing, “This is an exciting initiative, celebrating the date when Terry started his Marathon of Hope. The vision that Terry had for the future and the monies raised for cancer research has made a huge difference over the years for those diagnosed with cancer. We all know someone touched by cancer and now people are living longer than ever before. It's great to have the support of Running Room to kick off our celebration from coast to coast.”

“Marathon of Hope” Celebration

Where: Running Room Toronto locations

When: Sunday, April 12, 2015

Time: 8:30am

Entry: Free registration: www.runningroom.com/marathon-of-hope-celebration

Media Welcome to attend!

About Running Room:

The Running Room was founded in 1984 in one room of an old house shared with a hairdressing shop in Edmonton, Alberta. The success of the Running Room is reliant on the fact that it doesn't just sell shoes and equipment; it sells a commitment to active living. Today, this family owned company is one of North America's most recognized names in running and walking.

About Terry Fox Foundation:

The Terry Fox Foundation maintains the vision and principles of Terry Fox while raising money for cancer research through the annual Terry Fox Run, the National School Run Day and other fundraising initiatives. To date, close to \$700 million has been raised worldwide for cancer research in Terry Fox's name. The first Terry Fox Run was held in 1981, with The Terry Fox Foundation being created in 1988. Its national headquarters are located in Chilliwack, BC and it has offices in 9 provinces. www.terryfox.org.

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