



2010 WALK OF LIFE supports cardiac health, education and rehabilitation
*26th annual walking/running event to raise \$1 million nationally
to fight Canada's leading cause of mortality*

Toronto, ON – April 20, 2010 – On Saturday, May 15, an anticipated 1,800 GTA residents will join the 2010 WALK OF LIFE. More than 35 hospitals and cardiac rehab centres across Canada will also stage their own WALKS OF LIFE as part of the national campaign. Funds raised support patient and public awareness, medical equipment, facilities, professional education and graduate scholarships. The WALK OF LIFE generates awareness for cardiac rehabilitation as an important tool for recovery from a cardiac event as well as a preventative measure for heart disease.

Participants will take part in either a 3 kilometre or 5 kilometre walk or the new 5 kilometre run. The events kick off with a “heart healthy” breakfast, donated by Whole Foods, and will take place at 8 a.m. on the mezzanine level of the Ontario Science Centre. Entertainment will include educational activities, presentations in the auditorium, celebrities, members of the Toronto All-Star Big Band, Scooby-Doo, Carlton the Bear, the Raptor and members of the Raptors Dance Pak to warm up the participants before the walk/run through E.T. Seton Park.

“Heart disease is the number one cause of mortality among Canadians and it is also the number one disease affecting women,” said Barbara Kennedy, Executive Director, Cardiac Health Foundation of Canada. “As a special focus on women, participants who raise \$100 or more in pledges and students who raise \$50 or more will receive a free Polar Heart Sports bra and the registration fee will be waived.”

National sponsors include TRIDEL, Rogers, Universal Workers Union LIUNA Local 183, Great West Life/London Life/Canada Life, The Printing House, The Brand Factory and the Bank of Montreal. New this year and as another national sponsor, the MIKEY Network will donate defibrillators to participating cardiac rehab centres across the country.

“The WALK OF LIFE is a family event highlighting the importance of a healthy lifestyle that has to start at an early age and continue throughout one’s life to prevent heart disease,” said Leo DelZotto, President of Tridel Corporation and President of the Cardiac Health Foundation of Canada’s Board of Directors for the past 10 years. “This event brings people together to spend time with friends and family, have fun and learn about the risk factors associated with heart disease, what to do about it and where to find proper care.”

Registered walkers and runners will enjoy a number of complementary services and products including breakfast, a cinch backpack, a pedometer, and Science Centre parking. In addition, participants who remain after the event will receive a 20 per cent discount off the entrance fee to the Science Centre and the famous “Harry Potter” Exhibit for the day. The WALK OF LIFE is free for children 12 and under and kids are eligible to participate in the Healthy Heart colouring contest for a chance to win some fabulous prizes. Donors who contribute \$100 or more on the Cardiac Health Foundation of Canada’s website before the April 27th “Early Bird” deadline will have the registration fee waived and will be eligible to win a Vermont Castings Barbeque valued at \$1,200.

To register online or find out more about the WALK OF LIFE, please visit www.walkoflife.ca or contact the Cardiac Health Foundation of Canada at (416) 730-8299 or www.cardiachealth.ca.