

# Building to Make a Difference in the Lives of People with Cancer



## MEDIA PACKAGE

Making an impact in the lives of others by making a difference in the community. **The IRONDames are strong, supportive women who aspire to make a difference in those living with cancer.** Our Goal: To raise \$200,000 to build and equip a new Cancer Exercise Facility for WELLSRING Halton-Peel.

Cancer recovery support is a very real concern for our community. The **IRONDames** are determined to ensure timely access to WELLSRING Halton-Peel's ground breaking Cancer Exercise Program through the construction and equipping of WELLSRING's new Cancer Exercise Facility.

Wellspring Halton-Peel's Cancer Exercise Program has been the most popular program Wellspring has ever introduced. There have been over 2,400 visits to more than 450 sessions of the Cancer Exercise Program at Wellspring Halton-Peel – all free of charge.

With the ongoing support of our key sponsors the **IRONDames** will continue to build strength, confidence and the hope of a healthy future for men, women and children fighting or recovering from cancer in Halton-Peel.

The **IRONDames**





## We're building to make a difference in the lives of those fighting or recovering from cancer

We **believe** in the expansion of WELLSPRING Halton-Peel's Ground Breaking Cancer Exercise Program because research indicates that exercise has significant benefits for people coping with cancer.

We hope to **inspire** everyone to make exercise part of their daily life and challenge themselves to make a difference in the lives of others.

We shall **persevere** to raise \$200,000 to construct and equip WELLSPRING Halton-Peel's New Cancer Exercise Facility through a series of team and individual fundraising challenges and special events which include:

- 🧠 **Great Canadian Mountain Traverse:** An 8 day 1002 K (621 miles) Cycle from Lake Louise, Alberta to Whistler, British Columbia during which we will climb approximately **11,000 m (36,000 ft); the equivalent of cycling up Everest!**
- 🧠 **IRONMAN Mont-Tremblant, Lake Placid and Wisconsin:** The Ultimate Triathlon Challenge: **3.8 K Swim, 180 K Bike and 42 K Run!**
- 🧠 **Lace up for LOVE Mother's Day 1 & 5K Walk/Run:** This fun filled family event is our biggest fundraising event and will be held on Mother's Day in 2012 and 2013.
- 🧠 **Other Challenges:** Team Ride at Rideau Lakes Cycling Tour and Centurion Cycling The Blue Mountains in 2012 as well as individuals racing at local trail, road races and swimming events!

Why? Wellspring Halton-Peel's Cancer Exercise Program has been the most popular program Wellspring has ever introduced. The New Exercise Facility will be:

- > Approx. 211 sq. ft. larger
- > Wheel chair accessible
- > Equipped with new cardio and strength training machines
- > Feature a purpose-built trainers room for individual manual therapy
- > Able to accommodate 180 individuals for a new 30 week comprehensive program (the current 10 week program which accommodates only 150 people).





**1 & 5K Walk/Run**  
**SUNDAY**  
**MAY 13th**

Register TODAY!  
Race Cap is 600

IN SUPPORT OF  
**WELLSPRING**  
Halton-Peel's  
Cancer Exercise Facility

Celebrate Moms!  
And, step up for someone living  
with cancer. [www.irondames.ca](http://www.irondames.ca)

*Believe. Inspire. Persevere. Building Strength.*

## Lace up for LOVE Mother's Day 1 & 5K Walk/Run

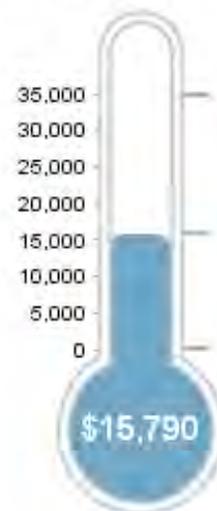
Lace Up for LOVE has become the biggest fundraising event for the IRONDames and our goal for the 2012 is to raise \$35,000 through this event alone.

It's our chance to reach out to the community, get families active and spread awareness about cancer exercise and Wellspring Halton-Peel.

The race is hosted at Newworld Cycle and Runners in Burlington, Ontario, where up to 600 participants are can enjoy a family-friendly event with refreshments, finish line awards, gifts for every Mom, draw prizes and rewards for top fundraisers.

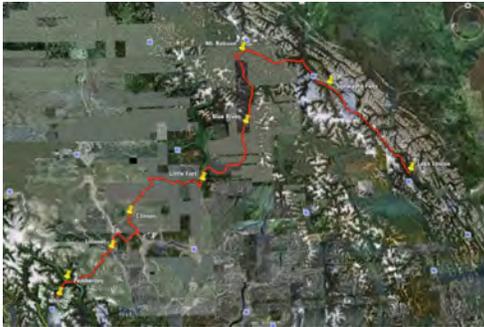


**Help Us Reach Our  
\$35,000 Goal!**



# The Great Canadian Mountain Traverse

September 2nd to 9th 2012- Lake Louise, Alberta to Whistler, British Columbia: 1,002 km of cycling, over 36,000 ft of climbing - It will be like cycling up Everest!



## The Challenge

**“The Ultimate Road Cycling Challenge”** provides the **IRONDames Traverse Team** with a unique lifetime opportunity to ride the Rockies and Coast Mountains and inspire others to make exercise part of their lives as they take their road cycling to the next level, all while personally fundraising for **WELLSPRING Halton-Peel's New Cancer Exercise Facility**.

The training expectations for the **Traverse Team** are comparable to that of an Ironman, so as to prepare them for the long days in the saddle, back to back century rides and grueling climbs!

Planned training events for the **Traverse Team** include: Spin The Lakes, Rideau Lakes Cycling Tour and Centurion Ellicottville.

### Traverse Team

**IRONDames:** Grace Armstrong, Marla Ashmore, Andrea Buzza, Jessica Carson, Shirley Speakman & Brenda West.

**IRONDudes:** Peter Ashmore, William Sloper & Greg Speakman.

**Support:** Accomodation, Van & Mechanical Support organized by Peter Weiland, a former adventure racer, and his team at Rocky Mountain Cycle Tours. Go to [www.rockymountaincycle.com](http://www.rockymountaincycle.com) for more information on their incredible tours.

The **Traverse Team** will be blogging updates on their training, preride races, as well as during **The Great Canadian Mountain Traverse**. Track their progress at [www.irondames.ca](http://www.irondames.ca).



## About WELLSPRING

[Wellspring](#) is at the heart of everything the IRONDames do because the centre believes, as we do, that exercise is vitally important in the lives of those who have been diagnosed with or survived cancer.

## About WELLSPRING Halton-Peel

[Wellspring Halton-Peel](#) was established in June of 2000 to meet the needs of people coping with cancer in Oakville, Mississauga and surrounding communities. The centre has experienced strong growth since it opened its doors and now welcomes more than 13,000 visits from men, women and children annually.

To continue to meet the growing needs of people living with cancer in the Halton-Peel community, Wellspring is [currently working to expand](#) this physical facility, the programs offered within it, and to implement a long-term sustainability strategy to ensure that Wellspring continues to help people meet the everyday challenges that cancer brings, today and in the future. The total expansion is estimated at 3 million dollars.

The IRONDames are on a mission to raise \$200,000 to construct and equip the new Exercise Facility of the Halton-Peel Wellspring Centre and to make sure that more people can benefit from Wellspring's ground breaking Cancer Exercise Program.

## About WELLSPRING's Ground Breaking Cancer Exercise Program

Wellspring's Cancer Exercise Program was developed specifically for the needs of cancer patients by Jodi Steele, a physiotherapist who specializes in cancer rehabilitation. Under the supervision of an experienced Cancer Exercise Leader, patients receive an individual assessment, personalized exercise program, and an opportunity to exercise with other patients. At the conclusion of the program, the professional leaders update each participant's personal exercise program for continued exercise at home.

Jodi got her start by launching her own company, Cancer Rehab Inc., where she worked to make physical rehabilitation a standard practice in the treatment of cancer in Canada. Jodi has accumulated a vast knowledge of [evidence and practice](#) in the field of exercise and cancer, which she brings to the Wellspring Program.