



13th Annual Walk & Run
 9:00 am Sunday, June 14, 2009
 North Glenmore Park, Calgary
Betty's Run for ALS

Ambassador - Barry Varga



Betty's Run for ALS

Special Thanks to
our Sponsors!

Platinum:



Gold:



Betty's Run For ALS - 13th Annual!

Imagine someone close to you has been diagnosed with Amyotrophic Lateral Sclerosis (Lou Gehrig's Disease). He has just learned that he has only 2-5 years left to live and will eventually be a prisoner in his own body; an active mind trapped in a useless shell. His family will be faced with huge sacrifices. His failing muscles will gradually betray him - the same muscles that allow him to embrace his loved ones and say 'I love you' - the muscles that give his legs mobility each and every day. His future independence, communication and comfort have all been compromised in an instant. Hope is suddenly the only option.

Betty's Run for ALS celebrates, promotes and channels hope for those affected with ALS, their families and their friends.

Calgarian Betty Norman's battle with ALS in 1996/97 continues to be the inspiration for her friends, family and

now many others affected by the disease. Betty's Run has steadily grown to become one of the largest ALS fundraisers in Canada. In the summer of 2008, Betty's Run for ALS celebrated its 12th anniversary, nearly tipping the event's cumulative total to \$3,000,000! Over the years, Betty's Run has proudly been a point of convergence for Calgarians to join with Calgary's corporate community in battling ALS and its devastating effects.

60% of the funds generated from Betty's Run assists Albertans living with the disease through equipment and client service support. 40% funds ongoing research to identify the cause and cure for this devastating disease. With the help of your generous donations, we can continue to make a difference. To maximize your fundraising goals this year, you can create your own personalized website at www.bettysrun.ca.



Barry Varga - 2009 Ambassador

Hello everybody,

My name is Barry Varga and I have been diagnosed with a form of ALS called Progressive Muscular Atrophy (PMA). PMA affects only the lower motor neurons so the upper motor neurons (located in my head)

are still functioning. The lower motor neurons that go from my spine to my muscles are not functioning.

I am a native born Calgarian and have lived here most of my life. I have been married for 21 years to my best friend Judy who is now my primary caregiver. We have two beautiful daughters aged 16 and 10. We live very close to Fish Creek Park which has provided us a great setting for lots of outings over the years.

I spent my early youth working in the oil patch. With the end of the oil boom in the early eighties, I was quickly without work. That's when I decided to go back to school and graduated with a degree in Computer Science in 1986. Since then, I have worked in the computer software industry for some of the finest software shops in Calgary. A partner and I even did a stint running our own software shop for six years. I was last employed by TransCanada when I started experiencing chronic back pain. Then I started to lose strength in my leg muscles. I was diagnosed with PMA in April 2008 and went on disability in June 2008.

I have been slowly but steadily losing the use of all my muscles. Currently, the lack of leg muscles has resulted in my using a wheelchair. I can still use my arms a little bit and I can still talk (to the annoyance of my family sometimes). Like many of those who have gone before me with ALS, I've gone through the range of emotions. At first, I was shocked. Then I went through a denial stage. I have gone back and forth through various stages of anger and depression. I still struggle with the emotional aspect of ALS but have learned that I have a whole lot of help from family and friends that I never expected. My extended family and my friends have just been tremendous helping me through the progression of this disease.

I feel very honored to have been asked by Jane Rivest to be this year's Ambassador for Betty's Run. I have been a recipient of the most incredible care from the ALS Society. The local ALS Society is a fantastic organization. Living with ALS seems to require an ever increasing number of resources from equipment to people. The ALS Society has been such a tremendous help for me and my family. They have provided much of the equipment for my situation (stair climbers, lift chair, walker, and wheelchair to name a few). Just INCREDIBLE! I can't say enough about the help I have

received from the ALS Society and all the wonderful people who work there.

The ALS Society also hosts monthly ALS support group meetings. These meetings are a great setting for those struggling with ALS, their caregivers, family and friends to meet and have discussions about what has become important to us. It's a place to share information and learn what others are doing to cope. Many of us with ALS have a tough time getting out but I find these meetings are a great help to me.

What I have noticed most since contracting this disease is that ALS is really a hidden disease. ALS is not really noticed by most of society. It affects such a small population that many people know very little or nothing about ALS. Many of us that get ALS spend most of our time at home because it is so much effort to go anywhere. And the disease continues to progress.

Betty's Run is the most important fundraising event for the ALS Society. To continue to provide help for those unfortunate enough to be inflicted with this terrible disease, they need all of our support. I never met Betty but I am sure she smiles knowing that her run is still helping those with ALS.

I hope to see you at Betty's Run in 2009!

Barry Varga

Wendy Crewson, Patron for Betty's Run

Wendy Crewson, Canadian actor and Gemini winner for her role as Sue Rodriguez in the movie "At the End of the Day", joins us once again as Patron. Wendy first joined our Run in 1999 and continues to be supportive of our cause.



A note from Wendy:

I can't tell you how it lifts my spirits to think of Betty's Run this coming June. As I sit to write this we are in the middle of a long, cold winter. So between the freezing temperatures and the equally chilly economic news I cheer myself with thoughts of glorious June weekends at Betty's Run...reconnecting with old friends and meeting new, bagels and coffee from the tent, last minute sign ups, music, babies, dogs, kids, achy muscles and the flush of goals met and exceeded. How fortunate we are to have the love and support of our friends. Let's take the time again this year to show how much we care.

Fill up those pledge sheets and let's have another fantastic Betty's Run!

Wendy Crewson

How to Register: Deadline - 6:00pm Thursday June 11, 2009

Register Online at www.runningroom.com or register in person.

Your registration form can be dropped off at any Running Room location in Calgary:

Country Hills: 403-226-8709
#505, 500 Country Hills Blvd NE

Crowfoot Village: 403-239-2991
#435, 20 Crowfoot Cr. NW

Eau Claire Market: 403-264-4095
#A01, 200 Barclay Parade SW

Glenmore Landing: 403-252-3388
#118, 1600 - 90th Ave. SW

Kensington: 403-270-7317
321A - 10th St NW

Shawnessy: 403-254-9696
59 Shawville Blvd. SE

Westhills-Towne Centre:
403-217-0795
#258 Stewart Green SW

Alternatively, you can mail (ensure sufficient mailing time) or fax your registration form to:

The ALS Society of Alberta
#400, 320 - 23rd Avenue SW
Calgary, AB T2S 0J2
Fax: 403-228-7752

Info Hotline: 403-297-0569



Please use one registration form per entrant. Note that while there is no charge for children under 16, a registration form and "waiver" must still be completed for each entrant.

Create your own website at www.bettysrun.ca to increase your fundraising potential.

Pledges:

- Collect the pledge money from your sponsors.
- Deposit all pledge money before race day at any Royal Bank in Alberta.
- Bring your pledge sheet with you when you pick up your race package to be eligible for awards and prizes.

Please ensure the Royal Bank teller stamps your pledge sheet. Attach your Royal Bank deposit receipt(s) to your pledge sheet and bring your pledge sheet to the Running Room when you pick up your race package. Pledges can be accepted on race day at the Canoe Club from 8:30 AM to 9:30 AM.

Commemorative plaques will be awarded to the 5 teams with the highest collective total of pledges. Pledges must be submitted collectively no later than 9:30 AM on Sunday, June 14 at the Canoe Club. Any pledges received outside of that team submission cannot be included for this award.

Race Package Pick-up:

You must pick up your package, including your run number, map and t-shirt before the race.

When: Friday, June 12 12:00 Noon - 6:00 PM
Saturday, June 13 10:00 AM - 5:00 PM

Where: Eau Claire Market Running Room/Walking Room
#A01, 200 Barclay Parade SW, Calgary

Race Day:

Sunday, June 14, 2009
Glenmore Park Rowing and Canoe Club,
North Glenmore Park, Calgary

Follow Crowchild Trail South into Glenmore Park. Due to parking conditions in Glenmore Park, please plan to come early! Watch for the ALS shuttle buses within Glenmore Park and along 66 Avenue SW for a ride to the race start area.

Race Day Agenda

9:00 AM	Pre-event and Warm-up
10:00 AM	5 km Walk Start
10:30 AM	5 mile Run Start

Join us after the walk/run for race, draw and highest individual pledge prizes, family fun including face painting, live entertainment and loads of food and refreshments.

Betty's Run for ALS 2009 hopes to raise \$325,000 at an expense of \$40,000 with a net total of \$285,000.

Register Now!

All entries should be received by 6:00 pm Thursday June 11, 2009 to be eligible for draw prizes.

Please note that while there is no charge for children under 16, a registration form and "waiver" located at the end of this form must still be completed for each entrant.

Please print clearly (one form per individual):

Last Name _____

First Name _____

Email _____

Male Female Age / /
YR MO DAY

Address _____

City _____ Prov. _____ Postal Code _____

Res. Phone _____ Bus. Phone _____

Run 5 miles #7965 Walk 5 km #7966

(Race numbers issued to "runners" only)

Registration Fee **\$25.00**. Total Amount Enclosed \$ _____, of which \$ _____ is for registration fee, \$ _____ is a donation. (Tax receipts will be issued for all donations of \$20.00 or more.)

The Running Room is only able to accept payment for the Registration fee.

Payment Method (Please do not mail Cash):

Cheque (payable to "Betty's Run for ALS")

Visa Mastercard American Express

Credit Card Number _____

Expiry Date _____

Name on card _____ (please print)

Signature of cardholder _____ (Signature required for credit card authorization)

Please tell us how you obtained this registration form

Please indicate t-shirt size below. Paid registrants will receive a t-shirt on a first-come basis. Children registered will not receive

a t-shirt unless the registration fee is paid. T-shirts will be available to participants within two weeks following the event should the number of participants exceed our original order.

Adult XSmall Adult Small Adult Medium

Adult Large Adult X Large Adult XX Large

WAIVER (MUST BE SIGNED):

In signing this release I acknowledge that I understand the intent thereof, and I hereby agree and absolve harmless the ALS Society of Alberta, Running Room Sports Inc., corporate sponsors, cooperating organizations and any other parties connected with this event in any way, singly, or collectively, from and against blame and liability for any injury, misadventure, harm, loss, inconvenience or damage hereby suffered or sustained as a result of participation in "Betty's Run for ALS" Walk/Run on June 14, 2009 or any activities associated therewith. I hereby consent to and permit emergency treatment in the event of injury or illness. I also give full permission for use of my name and photo in connection with the event. **PRIVACY POLICY:** Personal information collected on this pledge form will not be given or sold to any other organization including event sponsors. This information will only be used for communication directly related to your pledge.

I agree disagree to allow the Running Room to post my name in the Race confirmation list on-line.

Signature of Participant _____

(Parent/Guardian if under 18)



The ALS Society of Alberta