

# Betty's Run for ALS!

## ALS Facts

Imagine. Muscle by muscle, nerve by nerve, your body shuts down. Your mind remains lucid and alert, as your body gradually dies. By the end of any given day, two to three Canadians will die of Amyotrophic Lateral Sclerosis (ALS); more commonly known as "Lou Gehrig's disease" or Motor Neuron Disease.

Lou Gehrig, remembered as a star baseball player with 493 home runs to his credit, succumbed to the disease at age 38 in 1941. But Lou Gehrig isn't remembered only for his astounding feats as a ball player; the disease, which claimed his life, also took his name.

Lou Gehrig's disease, or ALS, is a rapidly progressive, fatal neuromuscular disease. ALS attacks motor neurons, especially those in the spinal cord, which control the voluntary muscles throughout the body. As these muscles fail to receive messages, they gradually deteriorate and the people with ALS die. 90% of people with ALS die within 2 to 5 years of symptom onset.

ALS is not a rare disease. It is as common world wide as Multiple Sclerosis (MS) and can strike anyone. About one in 14,000 people will develop ALS.

Although young people may be affected, ALS occurs more commonly within the 40 to 70 age group.

Early symptoms may include tripping and falling, loss of muscle control in hands and arms, difficulty in speech, swallowing and breathing.

People affected by ALS and their families have little time to invest in public exposure because the bulk of their time is taken up in caring for the person with ALS and struggling with continuous losses. They often remain unseen and unheard; unable to create the level of interest and empathy generated by other illnesses.

Both competitive and recreational runners/walkers/ wheelchair athletes are invited to participate in the 13th annual event to create ALS awareness. Proceeds from "Betty's Run for ALS" will be dedicated to ALS awareness, research, patient services and equipment.

Charitable Business  
# 12063 0827 RR0001



[www.alsab.ca](http://www.alsab.ca)

## Pledge Deposit Process

### Race Package Pickup:

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

On Fri. June 12 from 12:00 Noon to 6:00 PM  
Or Sat. June 13 from 10:00 AM to 5:00 PM.

### Before the Race:

- Deposit pledge money at any Royal Bank in Alberta
- Ensure pledge form is stamped each time you make a deposit
- Attach completed deposit slip(s)
- Bring both with you to Race Package Pickup

Team pledge forms must be handed in collectively no later than 9:30 am June 14th, 2009.

Important: We must receive your completed pledge form so we can provide Income Tax receipts!

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

### Royal Bank Service Staff Instructions:

1. Deposits can be accepted at any Royal Bank branch in Alberta.
2. Please help the participant complete a regular deposit slip. Enter the branch transit # 0009 & account # 1267764 on the deposit slip under the name "Betty's Run/ALS"
3. Verify amount of deposit, enter total deposit amount in one of the boxes. Please stamp (teller stamp) the box, attach deposit slip and return this form to the participant.

Direct questions to  
the Main Branch, Calgary.



RBC  
Royal Bank

Teller Stamp  
(required)

\$ \_\_\_\_\_  
Total Deposited

Teller Stamp  
(required)

\$ \_\_\_\_\_  
Total Deposited

Teller Stamp  
(required)

\$ \_\_\_\_\_  
Total Deposited

I am collecting pledges in honour of: \_\_\_\_\_

# Betty's Run for ALS!

Sunday, June 14, 2009

Glenmore Park Rowing & Canoe Club, North Glenmore Park, Calgary

## Pledge Form Please print clearly

**START NOW!** You will be surprised how quickly and easily you can get pledges • Set a fundraising goal for yourself and spread the word among family, friends and co-workers • **Create your own personalized website at [www.als.ca/events/event.aspx?e=19](http://www.als.ca/events/event.aspx?e=19)** to share your goals with up to 600 of your closest friends and relatives • **Ask if your employer has a pledge matching program**

**IMPORTANT:** deposit your pledge money before the race at any Royal Bank in Alberta (see reverse)

Individual Name \_\_\_\_\_

Team Name (if applicable) **Team Pledges must be handed in collectively** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_ Phone: Home \_\_\_\_\_ Bus. \_\_\_\_\_

Donor's Name	Mailing Address	City/Prov.	Postal code	Phone#	Amount Pledged
Joe Smith	2633 Anywhere Street S.W.	Calgary	X0X 0X0	555-5555	\$\$

- Please photocopy this form if you need extras
- Make cheques payable to "Betty's Run For ALS"
- Receipts will be issued for all donations of \$20 or more
- Collect the money when the sponsor agrees to contribute

Total number of pledges

Total dollar amount of pledges