



September 7, 2016

Media Advisory

Hundreds gear up to walk three days ... 100k's

Only event of its kind in the world kicks off **Friday, September 9, 2016**

300 doctors, nurses, kidney patients, family and friends are hitting the road for three days and 100k's starting this **Friday, September 9** for Kidney March 2016. The only event of its kind in the world raises funds and awareness for life-changing research and support programs for people with kidney disease.

What: Kidney March is a three-day, 100 kilometre walk to raise awareness and funds for kidney disease and organ donation. Video at: <https://www.youtube.com/watch?v=vVHUPT8MIrl>

Who: Kidney marchers and crew include a Calgary mom marching for her 7 year old son, a Springbank woman who donated a kidney to her neighbour, and a Calgary man who gave his wife a kidney this June.

Why kidney disease: Kidney disease affects 10% of Canadians. That means 3.5 million Canadians live with, and die from, this chronic illness. The Kidney Foundation of Canada (KFOC) partners with the kidney community to invest in lifesaving research and patient programs.

Why organ donation: Nearly 75% of the 4,433 Canadians on the wait list for an organ transplant are waiting for a kidney. KFOC builds awareness for organ donation and advocates for processes to optimize organ donation in Canada.

Media are invited to the Kidney March Opening Ceremonies on **Friday, September 9 at 7 am at the Millarville racetrack, 306097 192 Street, Millarville, Alberta.**

Newsrooms are also welcome to attend the Closing Ceremonies on **Sunday, September 11 at 2:30 pm at Canada Olympic Park, corner of Canada Olympic Drive S.W. and Canada Olympic Road S.W. (Festival Tent).**

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