



RICHARDSON
Wealth



KidneyMarch

Media Contact: Michelle Hofer

Southern Alberta Branch

6007 1A Street SW

Calgary AB T2H 0G5

Direct: 403 999 1726

kidney.ca | michelle.hofer@kidney.ca

MEDIA RELEASE

August 29th, 2023

Richardson Wealth Kidney March: Walking for a Cause, Changing Lives

September 8 – 10, 2023 • 3 days – 100 kilometres – Kananaskis to Calgary

Calgary, AB - The Kidney Foundation of Canada Southern Alberta Branch is proud to host the 14th annual Richardson Wealth Kidney March on September 8 -10, 2023, presented by Otsuka Canada Pharmaceutical Inc. Kidney March is a unique and impactful charity event that aims to raise funds and awareness for kidney health and organ donation.

The march spans three days and covers a distance of 100 kilometers on a challenging route through the foothills of the Rocky Mountains. This breathtaking adventure begins at the Millarville Racetrack, passes through Kananaskis, Diamond Valley, Bragg Creek, and ends at Winsport Canada Olympic Park in Calgary on Sunday, September 10.

Hundreds of Marchers and Crew are drawn together to march because their lives have been impacted by kidney disease. Kidney March is made up of everyday heroes, they are family, friends, kidney disease and transplant patients, researchers, doctors, nurses, and more. They all walk side by side as equals sharing their stories and experiences along the way, building bonds that go far beyond the event itself.

Kidney March is the only charity event of its kind for this cause in the world. Participants travel to march from across Canada and beyond, plus some will participate virtually in their communities. Participants have come from as far as England, Australia, New Zealand, the USA, Egypt, and more.

Kidney disease is with you for life, demanding attention from every part of you and it is a leading cause of death in Canada. **There is no cure for kidney disease.** Both dialysis and transplant are the best treatment options. 1 in 10 Canadians has kidney disease; that's 4 million people with the two top causes being diabetes followed by high blood pressure. **76% of Canadians waiting for an organ transplant are waiting for a Kidney.** With an average wait time of over four years, for some, the wait will be too long. This is why funding research is vital to the development of early detection, improved treatments, and finding a cure.

"Kidney March is a bold commitment. It asks participants to do the most they possibly can for kidney disease and organ donation. Our community's unwavering support for the cause, and each other, is inspiring, and the funds we are raising will and have improved lives. There's no question about that," said

Media Contact: Michelle Hofer Manager, Communications and Community Development
The Kidney Foundation of Canada, Southern Alberta
Direct: 403.999.1726 | michelle.hofer@kidney.ca

Joyce Van Deurzen, Executive Director, The Kidney Foundation of Canada's Southern Alberta & Saskatchewan Branch.

Every year Kidney March makes a huge impact. Over the last 13 years the March raised over 12 million dollars. The money raised directly supports kidney disease prevention, lifesaving Canadian research projects, patient support programs, and organ donation initiatives.

The true power of Kidney March, however, is beyond the numbers, it's made up of every participant's compelling story and the incredible impact their compassion and perseverance have on the lives of their fellow Canadians living with kidney disease. By participating in this remarkable event, Marchers and Crew exemplify what is necessary to drive positive change and improve lives.

Visit kidneymarch.ca to donate to the event or learn more about how you can take part.

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Media are invited to report on:

- **Local Participant's touching human-interest stories** about why they will be Marching this year and for who. Interviews of participants and organizers can be scheduled anytime prior to the event. See the list below of a selection of interviewees available and a brief description.
- **The Kidney March Opening Ceremony on Friday, September 8th at 7:00 am.** At Millarville Racetrack, 306097 192 Street, Millarville, AB T0L 1K0. Interviewees will be available on site.
- **Live reporting of Kidney March in Calgary along the route on Sunday, September 10th, between 8:00 am – 1:00 pm.** *Map of route can be provided with approximate times and best locations.*
**** We would also like to let Calgarians know in advance, to watch for participants on the pathways and roadways over the weekend in and around Calgary.**
- **The Calgary Tower will be lit up red for Kidney March on Saturday, Sept 9th.**
- **The Kidney March Closing Ceremony Sunday, September 10, 2:30 – 4:30 pm. At Winsport Canada Olympic Park's Festival Tent, Canada Olympic Rd SW, Calgary, AB.** There will be a parade made up of all participants descending the COP hill road at approximately 2:50 pm lead by an RCMP and CPS officer with Flags. The Ceremony will start at approximately 3:15 pm in the Festival Tent.

Speakers will include but are not limited to: Joyce Van Deurzen, Executive Director, The Kidney Foundation Southern Alberta Branch, Dr. Julian Midgley, Pediatric Nephrologist, and Dr. Daniel Muruve, Professor, Department of Medicine, University of Calgary.

Visit kidneymarch.ca to be inspired.

On Facebook, (X)Twitter, and Instagram: @KidneyMarch

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CHARITABLE REGISTRATION NO. 10756 7398 RR0001

**Photos and video of past events for B-roll are available by request for use by media.*

Some Available Interviewees & Background Info:

(All the below will be in Calgary for the event. We have many other interviewees depending on what you'd like to cover).

Joyce Van Deurzen – Executive Director at The Kidney Foundation of Canada, Southern Alberta Branch, and Saskatchewan Branch. Joyce can speak about Kidney March as an event founder and organizer. She can also speak about the status of kidney disease and organ donation in Alberta and discuss the direct impact and work being done by The Kidney Foundation of Canada as a result of the funds raised by Kidney March. “Kidney March is all about people coming together to make a difference in the lives of others and to create a different future.”

Dr. Julian Midgley, Calgary AB, Pediatric Nephrologist at the Alberta Children's Hospital in Calgary. Julian has marched and been involved in the event since it began in 2010. He is the captain of the team, KIDneyKIDs. He marches in support of all the families he has seen throughout his many years. At Kidney March he cherishes the opportunity to walk alongside these families outside of the hospital walls. Julian is also on a member of the Branch Board of Directors for The Kidney Foundation of Canada's Southern Alberta Branch.

Dr. Daniel Muruve, Calgary, AB. (Professor of Medicine in the Department of Medicine at the University of Calgary and a member of the Immunology Research Group in the Snyder Institute for Chronic Diseases. Dr. Muruve is a practicing nephrologist in the Calgary Zone of Alberta Health Services and the former Chief and Medical Director of the Section of Nephrology and Alberta Kidney Care South.) Daniel has been funded directly by The Kidney Foundation for research in the past and he is also a multi-year participant of Kidney March. Dan is a big supporter of the event, and it's benefits to the community. He is dedicated to raising awareness not only about kidney disease but regarding Calgary as a world center of excellence for Kidney Research.

Michelle MacKinnon, Niagara Falls, ON. (Mother of a son who passed from kidney disease and is a living organ donor) Michelle's son David was diagnosed with Renal Failure at the age of 17. “We didn't even know what Nephrology meant but assumed it had something to do with kidneys. The doctor explained that David would need emergency dialysis, and with that David broke down. I sat there and watched my beautiful son's spirit completely shatter before my eyes and I had never in my life felt more helpless.” Michelle was approved as David's donor and the transplant date was set but postponed three times due to more testing and medical conflicts – rescheduled finally 5 months later, she pleaded with them not to postpone but was not successful, The wait was too long for David and on June 8th, At the age of 18, David passed away of Hypertensive Encephalopathy at the very hour they should have been waking up from their surgeries. Michelle honours David in many ways, one of which is she donated the kidney meant to save David to another mother's child, a two-year-old boy she had never met. Another way she honors David is by participating in Kidney March, traveling all the way from Ontario.

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*** We have participants across the country, so if you are looking for someone specific to your location, we could likely accommodate your request***

Kidney March 2022, Event Background: Event dates: Sept 8, 9, 10, 2023.

- Marchers walk over 100 km, over 3-days, from Kananaskis to Calgary and raise a minimum of \$2,200 each in the fight against kidney disease and for organ donation.
- In support of The Kidney Foundation of Canada, Kidney March has raised over \$12 million to change the lives of kidney patients and their families since it began in 2010.
- Around 400+ people will participate. They are coming from across Canada and beyond. Participants have come from as far as New Zealand, England, Australia, USA, Egypt, and more.
- The event will include an Opening Ceremony where marchers embark on their 100KM journey from Millarville and make their way into Kananaskis.
- Marchers walk an average of 33 KM per day. *That's almost three consecutive marathons.* They spend two nights in Kidney March Camp, located outside of Bragg Creek in the foothills of the Rocky Mountains.
- The 3-day journey ends back in Calgary, where the Closing Ceremony takes place at Canada Olympic Park. Media, family, friends, sponsors and supporters are invited to attend this celebration of everyone's achievement.

Background on The Kidney Foundation:

- The Kidney Foundation provides support services for people with kidney disease and their families, such as short-term financial assistance, peer support and education resources.
- It is also a leading source of research funding in the field of kidney disease and transplantation.

Kidney disease and organ donation facts:

- 1 in 10 Canadians have kidney disease and numbers are on the rise.
- Of the 4 million Canadians with kidney disease, more than 53,000 are being treated for kidney failure symptoms.
- There is no cure for kidney disease and kidney damage is irreversible.
- 45% of new kidney patients are under the age of 65.
- 74% of Canadians waiting for an organ transplant are waiting for a kidney.
- Kidney Disease was the 11th leading cause of death in Canada in 2020.
- Symptoms may not develop until permanent damage has occurred.

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