

For immediate release:

Muskoka Rocks Road Race runs to support kids affected by childhood cancer through Camp Oochigeas

July 9, 2013, Toronto ON – 10th annual Muskoka Rocks Road Race promises to rock the Muskoka community. Held in Minett, Muskoka, on Sunday, August 4 this family-friendly event is one you don't want to miss.

One hundred per cent of proceeds will be donated to Camp Oochigeas, a camp for children affected by childhood cancer. Over the past ten years, the race has raised more than \$440,000 and our goal this year is to break \$500,000. These funds will provide kids battling cancer across Ontario the opportunity to experience the magic, fun and friendship that only Ooch can provide.

The race is expected to host over 500 participants including elite athletes, Muskoka celebrities and families alike. The event features a 10k run, 5k run/walk, and the Magical Muskoka 1k Kids Run. Both amateurs and elite runners look forward to this race each year and see it as a personally challenging course that takes them on a beautiful, rugged journey through the Muskoka terrain.

Toronto natives and Muskoka community members Laurel Brooks and Lynn Keane partnered as Muskoka Rocks Road Race co-directors in 2004. Their goal was to make a positive impact doing what they love - running. What started as a humble event hosting 150 participants has grown into an annual community event that draws people from across the province. "Over 200 volunteers and event sponsors come together to raise funds and awareness for an organization dear to our hearts," says Keane.

"The Muskoka Rocks Road Race has been a great partner and friend of Ooch for the last 10 years! In 2013, Ooch is celebrating our 30th Anniversary and we couldn't have done it without the passion and support of community events like the Muskoka Rocks Road Race. Support from this event allows us to reach more children and families affected by childhood cancer. On behalf of the children and families' who will directly benefit from the Muskoka Rocks Road Race, thank you," says Alex Robertson, Executive Director of Camp Oochigeas.

The race is set to kick off at 8:30 a.m. on Sunday, August 4 at the Peninsula Recreation Centre with a lively post-race party featuring music, entertainment, face painting and so much more. To register or for more details visit: www.muskokarocks.ca

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For more information:

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About Camp Oochigeas

Camp Oochigeas, or "Ooch", was founded in 1983. Camp Ooch is the only camp in Ontario to offer on-site chemotherapy IV treatment and blood transfusions. Camp Ooch offers year round programs for children affected by childhood cancer at sites in Muskoka, The Hospital for Sick Children (SickKids) and Ooch Downtown in Toronto. Through these programs, Camp Ooch provides fun and meaningful experiences to approximately 800 children affected by cancer each year, at no cost to their families. Camp Oochigeas does not receive any government funding and relies entirely on the generosity of donors and volunteers.

To find out more, go to www.ooch.org or join the online community at [facebook.com/campooch](https://www.facebook.com/campooch) and Twitter at @CampOoch.

