

Betty's Run For ALS - 15th 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 failing muscles will gradually betray him. His independence, communication and comfort will become compromised. Family, friends and community will all play a significant role in his support and ongoing care. 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.

Fifteen years ago, Betty Norman had a wish to find a cure for this horrific disease. In spite of her own battle

with ALS, Betty unselfishly used her precious time and energy to bring her vision to life by hosting a run to raise money and awareness. It is that same inspiration that continues to motivate friends old and new to organize Betty's Run for ALS each year. It is astounding to think of the impact of one woman and the difference that has been made in the lives of people living with ALS! Betty's "family" has grown to more than 30,000 people and has raised over \$4 million for research, awareness and support services! Her spirit, drive, compassion and energy are present today through the many families, friends and volunteers who continue to make a difference. Betty Norman is an inspiration to us all and how lucky we are to know her through her dream that lives on.



Roger Brightwell - 2011 Ambassador

I am Roger Brightwell and I am honoured to be the 2011 Ambassador for Betty's Run for ALS.

I was raised on a small farm in southern Saskatchewan.

In 1982, at the age of 17, I moved to the Peace County in northern Alberta. The work was remote and it had the same peacefulness that I had enjoyed on the farm.

I was drawn to the challenges of working with large equipment, moving drilling rigs and hauling logs, and eventually owned my own trucking company. For 15 years, I enjoyed the opportunity to travel throughout the Arctic, hauling everything from produce to drilling equipment to remote northern settlements. At the age of 40, I decided on a career change where I could enjoy the outdoors and be at home more with my family. I discovered that knowledge gained from moving oilfield equipment was useful to the environmental industry, and I decided to pursue a formal education in this line of work.

I enrolled at Olds College in the Land and Water Program in the fall of 2007. This was a 2 year diploma which would allow me to become a Registered Technologist in Agronomy. While I was in classes, I noticed a muscle twitch in my arms that would come and go. During the summer break I noticed I was weaker than I had been; however, I thought it was the change from a physical job to the college lifestyle.

In 2008, I moved with my family to Calgary for my 2nd year of college. The muscle twitches became steady and I was so run down that I seemed to get a cold every time I caught a chill. I was getting muscle cramps fairly steadily and with increasing intensity, once so intense that I fainted when I tried to stretch it out. I was referred to many specialists and went through a variety of tests such as an ECG, EEG and a 24 hour heart monitor test. In January 2009, I had my first appointment with a neurologist for the twitches, for which he diagnosed me with Benign Fasciculation Syndrome - a glorified way of saying "twitches".

In the months following, I noticed that my thumbs were weakening and I was having a harder time picking up my 6 year old son. The neurologist then referred me for an EMG, the results of which sent me straight to an ALS specialist. I was diagnosed with ALS in June of 2009, 3 weeks after graduating from Olds College.

From the time of my diagnosis the ALS Society of Alberta has been there for me. They were there at the first ALS clinic appointment where I met specialists, coordinators, technicians and support personnel. They assisted me in Edmonton where I was diagnosed and then Calgary as I was transferred to the clinic closest to me. As my needs have changed, they have supplied me with equipment and aids to improve the quality of my life.

I personally find the ALS Support Groups extremely helpful. Their greatest assistance has been in showing me that I am not alone in my battle with this disease and helping me realize I have to enjoy life as much as possible while I can. My wife Monica, my son Ryan and I went to Quebec City in summer 2009 and on an African Safari in spring 2010. My daughter Jesse and grandson Rowen came with us whale watching on Vancouver Island in summer 2010.

I am grateful for the opportunity to support the ALS Society of Alberta and look forward to seeing you at Betty's Run this year.

Roger Brightwell

"The Betty's Run is the one positive thing that a family member can do to help raise monies so that others on this difficult journey of ALS can be helped out and yet keep their integrity intact."

Kathy Harbidge

"The ALS Society..... For Ed it meant independence and dignity at home and angels walking with him when he no longer could."

The Karpetz Family

"Betty's Run for ALS is pure inspiration. It is an event firmly rooted in joy and loving support and I am proud and honoured to be part of it."

Wendy Crewson, Patron of Betty's Run

"The ALS Society is an invaluable asset that serves their clients and their families with caring and compassion as they deal with a loved one's terminal illness."

Richard Cole

"The ALS Society is the silver lining in a dark cloud and a wonderful support to the ALS patient and families."

Dan Boychuk

How to Register:

Early Bird Draw! Register before May 31/11 for a chance to win a RE/MAX Hot Air Balloon Ride for 2.

Online Registration Deadline - 6:00 pm, Thursday, June 9, 2011

Register online at www.runningroom.com or register in person at any Running Room location in Calgary.

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

New Address:

The ALS Society of Alberta

#250, 4723 - 1 Street SW
Calgary, Alberta T2G 4Y8
Ph: 403-228-3857
Fax: 403-228-7752
Info Hotline: 403-297-0569



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 BMO Bank of Montreal in Alberta.
- Bring your pledge sheet and deposit slip with you to Race Package Pickup.

Commemorative plaques will be awarded to the top individual fundraisers and teams with the highest collective total of pledges. Pledges must be submitted collectively no later than 9:30 AM on Sunday, June 12 at the Canoe Club. Any pledges received outside of the 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 10 12:00 Noon - 6:00 PM
Saturday, June 11 10:00 AM - 5:00 PM

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



Race Day Agenda:

When: Sunday, June 12, 2011

Where: 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.

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

Join us for family fun including face painting, live entertainment, food and refreshments. Awards and prizes to follow the walk/run.

Betty's Run for ALS 2011 hopes to raise \$400,000 at an expense of \$60,000 with a net total of \$340,000.



Register Now!

All entries should be received by 6:00 pm Thursday June 9, 2011 to be eligible for draw prizes.

Please note that while there is no charge for children under 16, a registration form and "waiver" 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

Team Name (if applicable) _____

Address _____

City _____ Prov. _____ Postal Code _____

Res. Phone _____ Bus. Phone _____

Run 5 miles #7117 Walk 5 km #7116
(Race numbers issued to the 5 mile run participants only.)
Registration Fee \$30 or \$35 after May 31/11.
I am enclosing a total of:

\$ _____, of which

\$ _____ is for Registration fee

\$ _____ is a donation
(tax receipt for donations of \$20 or more)

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 (required for credit card authorization) _____

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 a 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 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 12, 2011 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) _____

