



Sam's Day  
2007



### **“Supermarket With A Heart” To Host SickKids Charity Blitz This Saturday**

BURLINGTON, Ontario, May 14, 2007 – On Saturday May 19, shoppers at the Appleby Mall Fortinos will be greeted with smiles from a dedicated group of volunteers who are busy spreading the word and selling tickets for Burlington’s family fun day event being held to raise money for kids’ cancer research.

Known as *Sam's Day*, the annual community fun day last year raised over \$30,000 for The James Fund, a pediatric cancer research fund within the SickKids Foundation in Toronto, Ontario.

Sam’s Day 2007 is the third annual event organized by the Lack family of Burlington. The event was established as an annual birthday and remission anniversary celebration for their youngest son Sam Lack, who has battled neuroblastoma, a rare but deadly childhood cancer, and to raise money for The James Fund, which supports researchers involved in the leading edge investigation of new therapies for the treatment of neuroblastoma.

“Sam’s Day is an opportunity for us to thank those who have supported us through this journey, says Sam Lack’s mom, Andrea. “Together with our community and corporate supporters we are committed to continuing to raise funds for neuroblastoma research, a gift of hope to kids like Sam that rely on medical advances to keep them alive”.

Sam’s dad Jay adds, “Once something like this has happened to your family you understand that the loss of a child’s innocence to cancer is dreadful and the loss of even one child to cancer is tragic. Cancer changes your life forever. Survivorship is a community and we feel Sam’s Day is our chance to make a difference that will benefit every child that battles neuroblastoma and has to overcome the threat of relapse, including Sam.”

Sam’s Day 2007 will take place on Saturday June 9, from 1-4:30 p.m. at Brant Hills Community Centre, 2255 Brant Street (in Burlington). This year’s circus themed event has something to offer the whole family: live entertainment, children’s games and crafts, balloon creations and temporary tattoos, and an impressive silent auction. Lunch and afternoon snacks are included in the pay one-price admission (\$25 family pass / \$10 single adult admission). All proceeds go to The James Fund for Neuroblastoma Research at SickKids.

As part of the Fortinos charity blitz, shoppers will have a chance to meet Sam, as well as Kate Martin and Jayne Morton, both of Burlington, who have committed to daring feats in support of Sam’s Day. Kate will shave her head live at Sam’s Day if team “See Kate Bald” beats out team “Save Kate’s Hair” in her “Battle of the Locks” pledge campaign. Jayne, with the collection of at least \$500 in pledges, vows to shear off her more than 10-inch long signature pigtails live at Sam’s Day, donating her hair to the Cancer Society’s hair donation program.

For more information on Sam’s Day, to make a donation, or to pledge Kate Martin’s Battle of the Locks or Jayne Morton’s Pigtails of Love campaigns, visit [www.samsday.org](http://www.samsday.org).

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