



Sam's Day
2007



Burlington Shows Their Love of Sam

BURLINGTON, Ontario, June 13, 2007 – On Saturday June 9, a record attendance of more than 700 people attended Sam's Day, an annual community fun day that this year raised more than \$40,000 for kids' cancer research.

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. The event raised money for The James Fund, which supports researchers involved in the leading edge investigation of new therapies for the treatment of neuroblastoma.

“We are ecstatic. We surpassed our \$30,000 fundraising goal. The proceeds from our event will go directly to the James Fund to further the work of the Sam Lack Drug Discovery Research project at SickKids”, said Andrea Lack, Sam's mom.

Sam's Day 2007 was a circus-themed event that offered fun for the whole family, including a magic show by Jimbo, facing painting by Jeannie Jellybeans, Papa's Kidz Trains, SOAR Birds of Prey demo, a Reptile Store touch table, a Home Depot workshop, carnival games, arts and crafts, balloon creations, temporary tattoos, as well as an extensive 250 item silent auction and grand finale performance by Muhtadi's World Drummers.

Mayor Cam Jackson and restaurateur Murray Lloyd prepared a BBQ lunch for the crowd, with help from Sam's grandfather, Bill Lack, and volunteer, Bill DeSouza. To commemorate Sam's fourth birthday, the Mayor and Burlington MPP, Joyce Savoline served a super-sized cake to youngsters. MP Mike Wallace and City Councillors Jack Dennison, Rick Craven, and Peter Thoem also attended the event. Dr. David Kaplan, world-renowned senior scientist and head of neuroblastoma cancer research at SickKids, spoke about the work being done with the funds raised.

Kate Martin raised a total of more than \$4,000 with her Battle of the Locks campaign, with team “See Kate Bald” winning. Kate fulfilled her promise and had her head shaved. Jayne Morton successfully raised more than \$800 with her Pigtails of Love campaign, and her signature pigtails were snipped by First Choice Haircutter stylist, Jennifer Letourneau. Jayne has donated her tresses to Wigs for Kids.

Sam's Day 2007 was sponsored by many local businesses included QB Sports Bar & Grille, OK Tire, and Fortinos New Street, AstraZeneca Canada, Wells Fargo Financial Services and ClubLink were also amongst a group of major supporters.

The Lack family will present the Sam's Day donation to The James Fund at SickKids next month.

For more information about Sam's Day, visit www.samsday.org.

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