



# Sam's Day 2008

In Support Of



**Thank you Burlington for supporting  
Sam's Day!**

**Thursday June 12, 2008 – BURLINGTON**

The 4<sup>th</sup> annual Sam's Day Family Fun Event in support of pediatric cancer research at SickKids was held on Saturday June 7, 2008 at Brant Hills Community Centre in Burlington. More than 600 people attended the fundraiser which was an Olympic themed birthday celebration for five year old son Sam Lack who is a cancer survivor. Thanks to the community's generous support, organizers were successful in matching the \$45,000 raised last year.

Olympians Lori Dupuis, Women's Hockey Team Captain, and Paralympic Sledge Hockey goaltender Paul Rosen both stopped by Sam's Day with their gold medals and handed out participation ribbons at the Sam's Day Olympic Podium to kids who completed the games circuit.

The event kicked off with a flag procession by nearly a dozen youngsters who raised \$10,500 over the last year for Sam's Day; \$8,250 of this was raised in pledges by Katie Cole, Maddie Case, Bailey Wood, Nathan Morton and Ben Lack for shorning their long pigtails or shaving their hair in this year's Cut For The Cure campaign. The other kids raised money by asking for Sam's Day donations in lieu of birthday gifts or donating new toys that they had received as gifts to the Sam's Day silent auction.

Following the flag procession Mayor Cam Jackson and Halton Regional Chair Gary Carr helped Sam light a torch to signify the official opening of the event. Other special guests included Sam's Day BBQ celebrity chef Murray Lloyd and Burlington City Councillors Jack Dennison, Peter Thoem and Rick Craven.

The Sam's Day silent auction featured more than 300 items and raised more than \$14,000. OK Tire, CIBC Wood Gundy, Hill's TV & Audio and the Investors Group generously contributed to the Sam's Day draws for a Great Wolf Lodge Family Getaway, Panasonic 42" plasma TV, and Blue Mountain Holiday. Joelle's of Burlington sponsored a Groovy Girl Gallery, and even Santa made a surprise visit at the very end, delivering an Olympic bear every boy and girl.

Every dollar raised at Sam's Day goes directly to research focusing on new medicines to treat neuroblastoma, the rare but deadly form of childhood cancer that Sam battled at the age of 19 mos. Sam has now been cancer free for three years. Sam's Day proceeds go to the Cancer Stem Cell Drug Discovery Research project at The James Fund labs at SickKids. Furthermore, every dollar raised by, or on behalf of, The James Fund is used to leverage up to four additional dollars in research grants.

Just last month, Dr. David Kaplan, Head of Cancer Research at SickKids Research Institute received an award for this Sam's Day funded research being the best neuroblastoma research in the world. This research focuses on testing hundreds of drugs already approved for use in kids for their effectiveness in killing harmful neuroblastoma cancer stem cells, but not harming healthy cells. There has already been three promising drug candidates identified that are now in clinical trial. This is very exciting as it is a race against the clock to save kids with neuroblastoma, particularly those that relapse.

Visit [www.samsday.org](http://www.samsday.org) to watch the Sam's Day DVD, see event pictures, learn more about the Sam's Day entertainment cast and additional supporters