



For Immediate Release

**Press contacts: Daniella Elghanayan/Chris Davis
805/687-3322**

Cancer Center of Santa Barbara's *Walk/Run* Inspires Teams for Local Loved Ones

Community Members and Cancer Survivors Walk/Run to Support Research

Santa Barbara, CA—On Sunday, October 18, the Cancer Center of Santa Barbara and the Biltmore Four Seasons Resort Santa Barbara will host the 17th Annual *Cancer Center Walk/Run*. As in the past, one hundred percent of the proceeds from the run will benefit cancer research at the Cancer Center of Santa Barbara, a local non-profit cancer treatment center. 19 teams have formed to run in honor of specific individuals; hundreds of others have chosen to participate to support the Cancer Center of Santa Barbara and cancer research.

The fundraising event will begin and end at Montecito Union School and includes: a 10K Run at 8:00 a.m., a 5K Walk or Run at 8:30 a.m., as well as a Kids' Fun Run for children 12 and under at 10:00 a.m. on the upper track of the school. The Walk/Run will take place *rain or shine*, featuring post-run massages, a dedication board and brunch by the Four Seasons Resort.

Media Advisory

WHO: Cancer Center of Santa Barbara staff, board members, supporters and hundreds of community members participating in the Walk/Run.

WHAT: Over 600 runners including 19 teams (to date) participating in the 17th Annual Cancer Center Walk/Run to raise funds for cancer research at the Cancer Center of Santa Barbara.

WHEN: Sunday, October 18, 2009
8:00 am: 10K Run; 8:30 am: 5K Walk/Run; 10:00 am: Kids' Fun Run (12 and under), Biltmore Brunch, and raffle
10:00 am: Julie Main Inspiration of Hope Award presentation
Best photo op window: 8:30 – 10:30 am

WHERE: Montecito Union School (upper track & parking lot), 385 San Ysidro Road, Montecito

Currently, 19 teams have signed up for the Walk/Run, many of which have their own personal experiences with cancer or who are participating in honor of a loved one. One example includes:

Julie Main's Team: This year will mark the first Walk/Run without Julie Main, an influential and founding member of the event. A team is being put together in her honor, and the first annual "Julie Main Inspiration of Hope" award will be presented this year to a cancer survivor who exemplifies what Julie stood for – courage, perseverance, and hope. Over 100 people have signed up thus far for Julie Main's Team.

Those who raise \$100 or more are eligible to win airfare for two with lodging at a Four Seasons property. The event also features a general raffle for all participants, which includes a chance to win a free trip to Hawaii. Last year more than 800 people took part in the Walk/Run, raising more than \$183,000 for local cancer research. Since the inception of the event almost \$1.8 million has been raised.

Registration is open until and including the day of the event. All the funds raised will benefit the Clinical Research Program at the Cancer Center of Santa Barbara. Through the research program, new cancer treatments are made available to adult and pediatric patients in the Santa Barbara community. Clinical trials are vital to the evolution of cancer treatment. Every one of today's standard practices went through similar clinical trials before becoming generally available. While patients may choose to enter a trial to improve their own conditions, they also help map the future of cancer care for others.

The Cancer Center of Santa Barbara is pleased to be able to offer more than twenty trials annually to local residents, a benefit not afforded by all cancer treatment facilities. In addition, funds from the Walk/Run support two post-doctoral fellowships in basic science research at UCSB, the UCSB Research Mentorship Program and medical and public education programs, including the Frontiers in Cancer Research lecture series.

Since 1949, the Cancer Center of Santa Barbara has remained in the vanguard of comprehensive outpatient cancer treatment with personnel from some of the nation's renowned medical programs, the latest science and technology, and integrative wellness and patient support programs. The independent and charitably supported Cancer Center of Santa Barbara has earned a reputation for compassionately serving those on the journey to live with, through, and beyond cancer. For more information, visit www.ccsb.org.

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