



still

# We Run For Ooch

## 2020 Sporting Life 10k Transitions to Virtual Event in Response to COVID-19

The Sporting Life 10k, which takes place every year on Mother's Day in Toronto, is Canada's premier running event contributing all net proceeds to Camp Ooch. Due to COVID-19, this year's run will still continue, but has been **100%** converted into a virtual run, providing a new and safer way to participate in 2020.

The reimagined Sporting Life 10k Virtual Run will expand its scope to include thousands more participating across Canada on Mother's Day (May 10), and throughout the month of May using the hashtag #WeStillRunforOoch. Event details can be found online at [sportinglife10k.ca/virtualrun](https://sportinglife10k.ca/virtualrun).

For the first time in the event's 20-year history, runners can still achieve their personal running targets, while running their own 10k, their own way. However, the virtual run will unite all participants, including fundraisers, to ensure that Ooch's critical camp programs continue at no cost to kids and families affected by childhood cancer.

Virtual runs are flexible. It is up to the participant whether they run, jog, or walk—all at their own pace. Virtual runs can take place anywhere—on a trail, a treadmill, a track, or a sidewalk—indoors or outdoors. Participants will receive their bibs, participant t-shirts and medals through the mail, fostering a sense of community. More details will follow in the coming weeks on how technology will be leveraged to unite runners and foster connection in a safe, socially responsible way.

"Community safety has always been the Sporting Life 10k's first priority," says Jean-Paul Corbeil, Director of Advertising and Marketing at Sporting Life. "While we're all disappointed that we cannot be together running down Yonge Street in Toronto, we are excited to offer this new and safe format so that people all across Canada can still make the Magic of Ooch possible for kids affected by childhood cancer. We're united even when we're apart—we're delighted to be able to say that we **still** run for Ooch."

Each year, over 1,900 kids and 745 families affected by childhood cancer from across Ontario experience the social cure for childhood cancer through Camp Ooch's year-round community, in-hospital, and overnight camp programs.

"Everyone has been touched by cancer and the isolation it creates," says Alex Robertson, Camp Ooch & Camp Trillium CEO. "Families affected by childhood cancer, who constantly worry about their immune-compromised child, understand better than anyone the anxiety and isolation the entire world is currently experiencing. We are deeply grateful to our friends at Sporting Life, and all of the runners, fundraisers, corporate partners, and teams who will still run for Ooch despite the fact that we can't run together. Before long, life will return to normal—and when it does, kids with cancer will still need the chance to just be kids. And that means we still need to be there for them."

Registered runners can now look forward to completing their run virtually and independently in May—or convert their registration fee to a donation that benefits Camp Ooch. Everyone can "Run for Free" when they raise \$150—which sends a child with cancer to camp for half a day. A full refund will be offered to existing registrants who request it.

[sportinglife10k.ca/virtualrun](https://sportinglife10k.ca/virtualrun)

