

Marcia Selden Sponsors Stamford Hope in Motion Walk

New schedule, entertainment and incentives announced for June 6th Hope in Motion Walk, Run & Ride

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As Stamford Hospital gears up for its 15th annual Hope in Motion Walk, Run & Ride, organizers have revealed the latest details for this year's event as well as new incentives for fundraising participants.

- Registration: Registration will open at 7:00 a.m.

- Family Fun Zone: Families can enjoy face painting, clowns, temporary tattoos, activities, games and more starting at 8:30 a.m.

- Ride Schedule: The 50-mile Ride will kick off the morning at 7:30 a.m., beginning and ending in Columbus Park in Stamford. Cyclists will pedal along a picturesque route through Fairfield and Westchester counties. Participants can also choose to complete a 20-mile Ride, via a clearly labeled cut-off route.

- Walk & Run Schedule: At 8:50 a.m., runners will line up under the banner at Bank Street with the walkers behind them. Jinger Berry, of Stamford Hospital's Health & Fitness Institute, will guide participants through a short warm-up before the starter gun goes off at 9:00 a.m.

- Musical Entertainment: The UBS Choir will perform the National Anthem again this year prior to the start of the Walk and Run warm-up. In addition, various church, school and corporate choirs will join the Bennett Cancer Center Choir in performing songs of hope, inspiration and joy as people gather in the park. Participants are encouraged to sing and clap along.

- Rider Tent: Cyclists can cool down following the Ride and enjoy food, beverages and Ride-related giveaways in the Rider Tent.

- Pacesetter Tent: Throughout the day, pacesetters can visit the Pacesetter Tent for a place to sit, relax and enjoy food and treats in special recognition of their status. The tent is hosted by Marcia Selden Catering.

- General Incentive Program: This year, Hope in Motion has launched an incentive program for fundraising

participants. Individuals who raise \$250 or more can qualify for a wide range of incentive gifts, including clothing or hiking gear with the Hope in Motion logo to a spinner suitcase or a portable GPS.

- Ride Incentive Program: Fundraising riders earn a chance to win a Roubaix C2 Carbon Elite donated by Cycle Center, Stamford, a Garmin cycling navigation system donated by Lapine, Inc., Stamford or a BMW Picnic Tote, donated by BMW Darien by raising more than \$500. All riders are also eligible for 15% discount at Cycle Center.

Since its inception in 1996, Hope in Motion has evolved from The Walk to The Walk, Run & Ride, and has moved from the Shippan section of Stamford to its current location in Stamford Downtown's Columbus Park. In 15 years, the beloved annual event has raised nearly \$7 million and has a fundraising goal this year of \$1 million.

The Walk, Run & Ride takes place annually on National Cancer Survivors Day with all proceeds supporting the vital programs and services that benefit the Bennett Cancer Center's patients and their families.

To learn more about Stamford Hospital's Hope in Motion Walk, Run & Ride, visit www.hope-in-motion.org, call (203) 276-5920, or check Hope in Motion's Twitter, Facebook and LinkedIn profiles.

About Stamford Hospital's Hope in Motion Walk, Run & Ride

Stamford Hospital's Hope in Motion Walk, Run & Ride event benefiting the Bennett Cancer Center is presented by the Stamford Hospital Foundation, the fundraising arm of Stamford Hospital. The event's founding and presenting sponsor is The Ashforth Company, a diversified commercial real estate firm in Stamford. (www.hope-in-motion.org)

Stamford Hospital is a not-for-profit provider of comprehensive healthcare services in lower Fairfield County. The mission of Stamford Hospital is to provide, together with its physicians, a broad range of high quality health and wellness services focused on the needs of our communities. Stamford Hospital is a Magnet Hospital, and a member of the Planetree Alliance, a group of hospitals nationwide focused on patient-centered care. Stamford Hospital is affiliated with New York Presbyterian Health System and is a major teaching affiliate of the Columbia University College of Physicians and Surgeons.

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