

Fact Sheet

2010 24 HOUR RELAY FOR EASTER SEALS KIDS

- The Money Mart Easter Seals 24 Hour Relay will take place on Saturday, June 19th to Sunday, June 20th, 2010 at [Coronation Park in Toronto](#) on Lakeshore Boulevard West.
- The 24 Hour Relay will be celebrating its 19th year in Ontario, having raised more than \$7.5 million for kids with physical disabilities.
- The Easter Seals 24 Hour Relay features dedicated teams of 10-20 members continuously running, jogging or walking a 2.5 kilometre course for 24 hours straight – all in support of kids with physical disabilities.
- Hundreds of participants gather to raise funds for Easter Seals kids and their families by collecting pledges or hosting creative fundraisers for months leading up to the 24 Hour Relay.
- The 24 Hour Relay offers incredible fundraising incentives – encouraging teams to set ambitious fundraising goals over the \$3000 per team minimum.
- Teams are awarded prizes for, “Most Improved Team,” “Rookie Team of the Year” and most importantly “Top Fundraising Team,” just to name a few.
- The 24 Hour Relay is used as a team-building exercise by individual social clubs, sports groups and companies whose human resources departments, social committees and suppliers support their teams’ efforts.
- Corporate teams have included Labatt, Deloitte, Waste Management, the Toronto Blue Jays, Celestica, WIS International and Invesco Trimark.
- Off-track activities include volleyball, flag football, golf, karaoke, comedians, a poker tournament and much more!
- National Presenting Sponsor is Money Mart. Local sponsors include Canadian Ski Patrol, Deloitte, Golden Griddle, Saputo, South St. Burger Company, Steam Whistle Brewing and Waste Management.
- Online registration for individual participants or teams is available at www.24hourrelay.org
- Easter Seals Ontario helps thousands of kids every year by providing financial assistance for costly mobility equipment and communication devices. By providing financial assistance, Easter Seals performs an essential service to families who might not otherwise have the resources to obtain this equipment.
- Easter Seals Ontario also owns and operates two fully accessible residential camp properties and is recognized as an industry leader in providing specialized recreation programs for kids with physical disabilities.