

*Join us. Save Lives.  
run/walk/pledge for  
donor awareness!*



# **RED SHOE RUN**

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**For Donor Awareness**

*Saturday, April 10, 2010*

*Race Time 8 am*

**COMPETITIVE 5-K RUN  
WITH PRIZES IN 15 AGE DIVISIONS**

**NON-COMPETITIVE FITNESS WALK  
FOR A GREAT CAUSE**

Northern Illinois  
University-Rockford  
8500 E State St.  
Rockford, IL 61108

Online registration available  
at [redshoerun.org](http://redshoerun.org)

**The first 300 registered participants  
will receive a free t-shirt!**



# *Welcome to Race Day!*

*Saturday, April 10, 2010*

## **Pre-Registration Pick-up**

Northern Illinois University-Rockford  
*April 9, 2010, 4 – 7pm*

## **RACE DAY SCHEDULE**

Registration at Northern Illinois  
University-Rockford, *6:30 – 7:45 am*

Fitness walk begins, *8 am*

5-K run begins, *8 am*

Awards to follow race results.

## **THE 5-K COURSE**

Start at Northern Illinois University-Rockford through the rolling hills of the neighborhood, north on University Ave. to Rote Rd., returning on University Ave. to the Northern Illinois University Center.

## **MEDICAL SUPPORT PROVIDED BY:**

Lifeline Ambulance Service LLC.

A division of OSF St. Francis Inc.

## WHAT IS THE RED SHOE RUN FOR DONOR AWARENESS?

The Red Shoe Run for Donor Awareness is held every April to celebrate National Donate Life month, increase donations of organs, tissue, eye, blood and marrow, and raise funds.

Organ, tissue, and eye donors save and restore lives.

- Today there are well over 100,000 people waiting for an organ.
- 18 patients die every day because of the shortage of organ donors.
- Over one million tissue transplant surgeries take place every year in the U.S., restoring movement and sight and alleviating debilitating pain.
- Go to [www.donatelife.net](http://www.donatelife.net) to join your state's organ & tissue donor registry.

Every week, the Rock River Valley Blood Center must collect 1,000 units of blood to save the lives of our families, friends, and neighbors.

- A single donation can help save up to 3 lives.
- Giving feels amazing.
- Go to [www.rrvbc.org](http://www.rrvbc.org) to learn more and schedule an appointment.

Every year, thousands of patients are diagnosed with leukemia, lymphoma, genetic disorders, sickle cell disease, immune deficiencies and over 70 other life-threatening diseases that can only be treated by a marrow cell transplant.

- To live, a genetically matched donor must be available.
- Only 30% of these patients will find a match in their family.
- 70% look to the Be The Match Marrow Registry, hoping to find a match.
- Only 4 out of 10 patients find a match and receive the unrelated transplant they need to live.

Money raised at the Red Shoe Run for Donor Awareness pays for tissue typing for those wishing to join the Be The Match Marrow Registry with the Rock River Valley Blood Center. Since the Red Shoe Run for Donor Awareness was started, we have nearly tripled our database of committed donors, resulting in more matches and a 500% increase in marrow cell collections and transplants. Every dollar pledged brings us closer to our goal of ensuring that every patient in need finds their lifesaving match. You can help. Register and make your pledge today. [Go to www.redshoerun.org](http://www.redshoerun.org)

**Be part of the most uplifting activity imaginable: saving lives.**

## **HOW YOU CAN HELP**

Your entry fee and especially your pledges will fund the Rock River Valley Blood Center's Be the Match Marrow Registry to cover tissue typing costs and recruit more donors. With your participation, this program can bring hope and help to many more in need.

Pledges are the key to fundraising for the Red Shoe Run For Donor Awareness. Please make your donation first and ask family and friends to support your efforts in the run or walk through monetary donations. Their generosity will help those who need marrow cell transplants. Please run, walk or pledge for all of them.

### **Pledge Awards**

All pledge money must be turned in prior to the race. A Grand Prize will be awarded to the top individual fund raiser and the top team fund raiser. Special prizes will be given to individuals for pledges totalling \$100, \$200, \$300 & \$500.

### **Registered Corporate Teams**

Teams consist of a maximum of five walkers, runners or a combination. All registered team runners are in competition for individual race awards. All teams are eligible for pledge awards.

For more information, contact:

**Charles Smith** at 815/398-9628 or  
**Julie Tilbury** at 815/965-8751.

## Race Awards

Trophies will be awarded in designated divisions as follows:

<u>AGE</u>	<u>FEMALE</u>	<u>MALE</u>
1st place overall*	1	1
5 & Under	2	2
6-9	2	2
10-14	2	2
15-18	2	2
19-24	3	3
25-29	3	3
30-34	3	4
35-39	3	4
40-44	3	4
45-49	3	4
50-54	3	3
55-59	3	3
60-64	3	3
65-69	3	3
70+	2	2

No awards will be given for the Fitness Walk.

*\*Sponsored by the family of Carrie Jane Smith.*

## Other Event Details

- No roller blades, skateboards, bicycles or pets are allowed on the racecourse.
- Splits called at 1 & 2 miles.
- Water stations provided.
- Refreshments available.
- Race results will be announced at [www.rockfordroadrunners.org](http://www.rockfordroadrunners.org), and [www.redshoerun.org](http://www.redshoerun.org)
- If the race is canceled due to weather, thank you for your contribution to the Red Shoe Run for Donor Awareness.

# SPONSOR FORM

Instructions: It's easy. Ask your family, friends, neighbors and co-workers to contribute for your efforts. Their generosity will help those who need marrow cell transplants.

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Name of runner/walker (PLEASE PRINT)

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Address

---

City

State

Zip

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Team

SPONSOR

DONATION

1. **Your Donation** \$ \_\_\_\_\_

2. \_\_\_\_\_ \$ \_\_\_\_\_

3. \_\_\_\_\_ \$ \_\_\_\_\_

4. \_\_\_\_\_ \$ \_\_\_\_\_

5. \_\_\_\_\_ \$ \_\_\_\_\_

6. \_\_\_\_\_ \$ \_\_\_\_\_

7. \_\_\_\_\_ \$ \_\_\_\_\_

8. \_\_\_\_\_ \$ \_\_\_\_\_

9. \_\_\_\_\_ \$ \_\_\_\_\_

10. \_\_\_\_\_ \$ \_\_\_\_\_

11. \_\_\_\_\_ \$ \_\_\_\_\_

12. \_\_\_\_\_ \$ \_\_\_\_\_

13. \_\_\_\_\_ \$ \_\_\_\_\_

14. \_\_\_\_\_ \$ \_\_\_\_\_

15. \_\_\_\_\_ \$ \_\_\_\_\_

16. \_\_\_\_\_ \$ \_\_\_\_\_

17. \_\_\_\_\_ \$ \_\_\_\_\_

Call 815/965-8751 to order pledge envelopes. Make checks payable to **Red Shoe Run for Donor Awareness.**  
**THANK YOU.**

# REGISTRATION FORM / OR ONLINE AT [www.redshoerun.org](http://www.redshoerun.org)

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Name

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Address

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City

State

Zip code

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Daytime Phone

Evening Phone

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E-mail

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Birth date mm/dd/yyyy

M

F

I/we will enter

5-K Run

One-Mile Fitness Walk

Individual fee

\$20

\$25 (Day of)

Rockford Roadrunners

\$1 Discount

Corporate Team fee

\$150 (five member maximum)

Registration Deadline 3.16.10

Team Name \_\_\_\_\_

\*Team information: Each team member must complete a registration form so each member can qualify to pick up a free t-shirt on race day.

I cannot participate but will pledge...

\$25

\$50

\$100

Other \_\_\_\_\_

**Make checks payable to Red Shoe Run for Donor Awareness**

T-shirt Size S, M, L, XL, 2X, 3X \_\_\_\_\_

Youth L \_\_\_\_\_

WAIVER: I hereby signify that I understand that the sponsors of the Red Shoe Run, the Rock River Valley Blood Center, NIU-Rockford and all other organizations and persons connected with the event are not to be held responsible for any injuries that I may suffer while taking part in this event or as a result thereof. In this connection, I hereby waive any claim of damages to my person or property. I grant full permission for organizations to use photographs of me and quotations from me in legitimate accounts and promotions of this event.

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**Participant signature**

*(If participant is under 18, please enter parent or guardian signature.)*

Please complete, sign and detach this registration form and send it to the **Rock River Valley Blood Center**

**Drop off:** 419 N. 6th St., Rockford, IL 61107

**Mail:** Rock River Valley Blood Center  
PO Box 4305, Rockford, IL 61110

**Fax:** 815/961-2345

**Checks payable to Red Shoe Run for Donor Awareness.**

**Rock River Valley**

**Blood Center**

419 N. 6th St.,

Rockford, IL 61107