

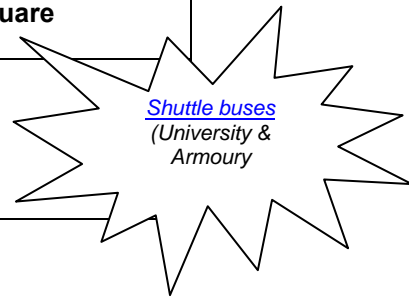


BMO's A Run for Liane in Support of SickKids Foundation

Be part of a great event, have some fun and help support a good cause.

STWM

When	Sunday, September 26, 2010
Where	Scotiabank Toronto Waterfront Marathon (STWM) <ul style="list-style-type: none"> • a Boston qualifying race • Nathan Phillips Square (Queen and Bay)
Start	7:30 - marathon / ½ marathon – Start / end at Nathan Phillips Square 10:20 - 5km - Start CNE / end Nathan Phillips Square
Distances	A distance for everyone regardless of experience or ability... <ul style="list-style-type: none"> • Marathon (42.2 km) • Half-Marathon (21.1km) and • 5 km Run/Walk/Wheelchair 80% of the team participate in the 5 km Run/Walk. You can too!



Charity – SickKids Foundation

100% of the money raised goes directly to the [Cancer Genetics Program](#), through the Sick Kids Foundation, in memory of Liane Forrester. In six years, *A Run for Liane* has raised **\$255,000** (average of **\$36,500** per year) including a charity challenge prize for the Largest # Runners in 2003, 2004, 2007 and 2008.

This year, help us raise \$45,000!

Please join us and help in the fight against childhood cancer.

www.runforliane.com • (416) 286-6843 • run@runforliane.com



Why join?

Join our 2010 STWM team and you'll:

- be part of an exciting event that has 10,000 + participants
- be one of 100 team members
- run or walk **5 k / ½ marathon / marathon** for a good cause
- help us be eligible to win one of three charity challenge prizes (1st = \$6,000; 2nd = \$3,000; 3rd = \$2,000)
- get a preferred STWM registration fee to September 4, 2010 (space permitting), if you register **online using the charity code**. Otherwise, to register without the charity code, regular fees apply.

2010 STWM Online Entry Fees and Deadlines						
	Start	Charity Preferred Rates	Feb 23 to Jun 30	Jul 1 to Aug 23	Aug 24 to Sep 20	At Run Expo Sept 24 to Sept 25
Marathon	7:30 a.m.	\$65	\$90	\$101.70 (incl. HST)	\$113 (incl. HST)	\$115 *
½ Marathon	7:30 a.m.	\$65	\$70	\$84.75 (incl. HST)	\$90.40 (incl. HST)	\$85 *
5k Run/ Walk	10:20 a.m.	\$35	\$40	\$45.20 (incl. HST)	\$48.02 (incl. HST)	\$50 *

* If participation limits not reached: Marathon=4500; Half-Marathon=9500; 5k=7500.
NO RACE DAY ENTRY for any events
AGE LIMIT: Half Marathon = 16 years on race day
AGE LIMIT: Marathon = 18 years on race day

Note: Fees are payable to RCP International for operating this run. This fee does not go to the charity.

Other benefits include:

- pay no additional fee to join our team
- free *A Run for Liane* Team gift (minimum \$60 donation required)
- raise over \$650 (M & ½ M) or \$350 (5km) and your race entry fee is donated to Sick Kids (some conditions apply)
- a chance to win a prize if you are one of our top fundraisers
- enjoy race day support
- high school students can qualify for **5** community service hours.

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Step 1 - Run Registration

[Click here to register and pay online.](#)

- Ensure you tick **Charity Challenge Runner**.
- Select **A Run for Liane** from the drop-down box.
- In the "Special Event Coupon / Group ID Code / Charity Challenge Team PIN" field, enter: **CCDISC**.
Without the code you will not be able to complete the registration as a charity runner and the regular STWM rates will apply.

If you need help or need to register in paper, please [contact us](#) or phone (416) 286-6843.

Are you an: Individual Runner
 Charity Challenge Runner
Charity Challenge Runner; Team name:
- select team name if participating on a Charity Challenge team -
Special Event Coupon / Group ID Code / (if applicable)
Charity Challenge team PIN:

Step 2 – Team Registration

To complete step 2, simply forward the Scotiabank Toronto Waterfront Marathon **confirmation email** that you received after completing the online registration to: run@runforliane.com.

To do this, open the email that you received from STWM, push the **Forward** button on the message window, enter the email address above, then push **Send**. It's that easy!

By doing this you will allow us to confirm the information is correct and it will ensure that you will successfully be registered with *A Run for Liane*.

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Step 3 - Collecting donations

You can collect donations either online or by paper (or both!):

<p>Online method:</p> <p>Click here to register with Sick Kids Foundation to electronically solicit and receive donations.</p> <p>This will allow you to:</p> <ul style="list-style-type: none"> • set up your own web page to solicit donations and collect pledges electronically • send automatic electronic thank-yous and tax receipts • track your progress. <p><i>Note: For more information, see how to set up and solicit online donations below.</i></p>	<p>Paper method:</p> <ul style="list-style-type: none"> • Print a donation form • Collect money / cheques the old fashioned way (please make cheques payable to "Sick Kids Foundation LFF"). <i>LFF = Liane Forrester Fund.</i> • Mail forms and cheques directly to: A Run for Liane 46 Elkwood Drive Scarborough, ON M1C 2C1 • Please do not mail cash. Buy a money order or deposit cash to your account and write one cheque for the cash amount (payable to "Sick Kids Foundation LFF").
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Participants who raise over \$650 (M & ½ M) or \$350 (5km) will have their race entry fee donated to Sick Kids (some conditions apply). Donations will occur in November.

If you have any questions about fundraising, contact *A Run for Liane* at: (416) 286-6843 or run@runforliane.com

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How to Set up and Solicit Online Donations

1. Register with [Sick Kids Foundation](#) to electronically solicit and receive donations:
 - a) Returning participants – Log in using your previous Username and Password. If you have any questions or require assistance, please [contact us](#) (Fundraise, SickKids Foundation).
 - b) New participants -
 - Click on **Register** (top left corner).
 - Read and Accept the Waiver.
 - Add your personal information.
 - Customize My Donation Page or use default information.
 - Confirm your setup.
 - You will receive a Confirmation email once you are completed.

2. Solicit Donations (using their system):
 - Click on **Solicit Others** (left nav bar)
 - <The painful part.> In the **To** field / box, enter the emails of the people you wish to solicit. Unfortunately, this is not an email system and you will have to cut and paste (or type) the email addresses.
 - Add an Optional personal message, if appropriate.
 - Click on **Send email** at the bottom of the page.

Note: Solicit Donations using your own email system by ticking the box presented. This site will not be able to track your solicitations.

The screenshot shows a web browser window displaying the registration and fundraising page for 'A Run for Liane'. The page header includes the event title, date (September 26, 2010), location (Nathan Phillips Square), and logos for Scotiabank Toronto Waterfront Marathon, BMO Employee Charitable Foundation, and SickKids Foundation. The main content area is divided into three columns:

- Left Column:** 'Register for A Run for Liane 2010' with a 'Register' button. Below it, 'Already Registered?' with fields for Username and Password, and a 'Login' button. At the bottom, 'Make a Donation or Sponsor a Participant' with a link to 'Make an online donation directly or by sponsoring a participant'.
- Middle Column:** 'Support BMO's 8th Annual Run for Liane to benefit SickKids!'. It includes a paragraph about the BMO Employee Charitable Foundation's fundraising team, a section titled 'A Run for Liane:' with bullet points about the event's history and purpose, and a section titled '100% of the money goes to the Cancer Genetics Program (CGP) at The Hospital for Sick Children (SickKids)' with bullet points about the program's focus.
- Right Column:** A progress thermometer showing a goal of \$45,000, with \$0 raised (0% of goal achieved) by 9 sponsors. Below the thermometer, it says 'If you have any questions or require assistance, please contact us.'

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Run Expo and Race Day Pick Up

*You or a friend must pick up your race packet (your number, ChampionChip, t-shirt and goodie bag) at the Runner's Expo prior to race day. Bring photo ID and (optional) a **printout of your registration email confirmation**. If picking up for a friend, please have a printout of their email confirmation and email permission note requesting this.*

Location: [RUN EXPO](#): Direct Energy Centre, Exhibition Place,
100 Princes Blvd., Toronto, ON, M6K 3C3.

Dates / Times:

- Friday September 24 from 11:00am to 8:00pm
- Saturday September 25 from 10:00am to 6:00pm

See [RUN EXPO](#) for directions and what's to see. [Shuttle buses](#) are also available.

A Run for Liane will distribute team gifts (t-shirt and/or hats) separately.

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