

May 27, 2011

FOR COMMUNITY INVOLVEMENT:

LIVERight Canadian Liver Foundation Challenge

Most people believe liver disease is caused by alcohol and infer that people living with liver disease must be alcoholics. In reality, alcohol is only one cause of over 100 forms a disease that can strike anyone at any time.

Here's your chance to strike back!

The LIVERight Challenge was created to incorporate a 5km run and a 2.5km game route through the river valley. The event, taking place on the morning of Saturday, June 4th at Louise McKinney Riverfront Park will be a great chance for the entire family to get out of the house.

The routes will take you through Edmonton's picturesque river valley. There's no registration fee and you can enter today!

Anyone interested is invited to sign up today and start fundraising! It's easy to do with our online donation system. Show your support for liver education and research in Northern Alberta by going to www.liverightchallenge.ca and donate to someone you know or to any of the other participants.

Prefer the personal touch? Call us at 780-444-1547 or email Edmonton@liver.ca.

Register by May 14th for our Early Bird draw. Supporting liver health has its rewards! Collect \$100, \$250 or \$500 or more and receive fundraising rewards!

About The Canadian Liver Foundation (CLF)

The CLF is a national charity committed to promoting liver health and reducing the incidence and impact of all forms of liver disease by supporting education and research into causes, diagnoses, prevention and treatment. Through its LIVERight (pronounced 'live right') campaign, the CLF wants to make liver health a priority for each and every Canadian – including individuals, health care professionals, government and industry. Over the past 40 years, the CLF has invested \$20 million dollars in liver research and education in Canada.

In Northern Alberta programs and services support those affected by liver disease and those who want to learn more and protect themselves from liver damage. To donate or volunteer, visit the national website at www.liver.ca.

Carmen Boyko

Manager - Northern Alberta

Canadian Liver Foundation

#308, 10240 124 Street, Edmonton AB T5N 3W6

T: 780-444-1547 C: 780-913-4671

Toll-free: 1-888-557-5516

F: 780-481-7781

LIVERight. Learn How.

www.liver.ca www.liverinfo.ca