



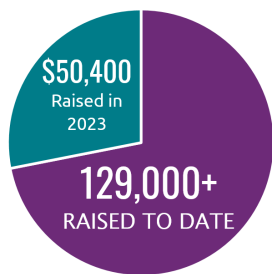
This year's fundraising goal is \$65,000, in support of the highest priority needs including innovative life enrichment programs, activities, and specialized services for residents at McCormick Care Group.

This goal goes beyond provincial government funding, making your support crucial in ensuring comprehensive care and support for our senior community.

Join us in supporting dementia and senior care at McCormick Care Group by advertising in our program.

Your contribution will make a meaningful impact as we come together to celebrate our community and create positive change.

2023 ACCOMPLISHMENTS



MAGGIE'S RUN

SATURDAY, SEPTEMBER 14, 2024 | MCCORMICK HOME

REGISTRATION: 8:00 AM | 10K RUN: 9:00 AM | 5K RUN: 9:30 AM | CELEBRATION: 10:30 AM

Maggie Hanham's legacy of resilience and compassion extends beyond her role as a perinatal nurse. After caring selflessly for her husband and later facing her own Alzheimer's diagnosis, Maggie's journey is celebrated through Maggie's Run, an event supporting dementia and senior care at McCormick Care Group.



At Fit for Care | Maggie's Run, participants engage in various activities, including the scenic 5K or 10K course, the Resident 1K Roll/Stroll, and the Community Celebration and Wellness Fair. An unforgettable experience filled with music, food, and activities for all ages. Move to the beats of our talented DJ, and explore the Wellness Area, where experts will share valuable tips on maintaining a healthy lifestyle.

We are so grateful our lead sponsor Medpoint and CEO, Alex Hanham, whose generous pledge of \$25,000 as the lead sponsor honours his mother's memory and demonstrates his unwavering dedication to our cause. With your support, we can continue to enrich the lives of seniors and individuals living with dementia, honouring Maggie's legacy and following in her footsteps.



Showcase Your Business!

We're inviting local community businesses to join us in making a difference by advertising in our program.

Your support will not only help showcase your business but also contribute to the success of our event and the well-being of those we serve.

Advertising Rates and details on back.



ABOUT US:

Established in 1984, the McCormick Care Foundation operates under the guidance of a dedicated volunteer Board of Directors. The Foundation plays a pivotal role in supporting our mission to champion dementia care that enhances safety and quality of life for those living with dementia.

Thanks to the unwavering commitment of its Board Members, Volunteers, and the generous contributions of Donors, the McCormick Care Foundation provides crucial funding for specialized programs and innovative services.

These include a variety of enrichment initiatives such as bus trips, gardening, music and entertainment, therapeutic activities, program enhancements, special events, and spiritual care.

These programs play a significant role in positively impacting the lives of individuals living with dementia, offering essential support, enrichment, and moments of joy amidst the challenges they face.



SCAN TO LEARN MORE!

BENEFITS:

VISIBILITY: Reach a targeted audience actively supporting dementia and senior care at McCormick Care Group.

BRAND EXPOSURE: Enhance your brand's awareness and recognition among local residents and supporters by showcasing your business to a community-focused audience.

COMMUNITY ENGAGEMENT: Show your commitment to the local community by supporting a meaningful cause and joining in a celebration of community, health, and giving.

NETWORKING: Connect with like-minded businesses and individuals, fostering potential collaborations and partnerships.

ADDED VALUE: Get a free spot at the Wellness Fair with a full-page ad, or add it for just \$50 more with a half-page ad.

Plus, advertisers are invited to join us to cheer on the participants and enjoy the celebration!

FULL PAGE

Size: 5" x 8"

PRICE: **\$400**

Includes:

- Space in the Wellness Area
- Two (2) tickets to the Community Celebration Event

RATES & SPECIFICATIONS:

Circulation: 500

Distribution: West 5, Riverbend, Oakridge and Byron areas, Maggie's Run participants, volunteers, sponsors, McCormick Care Group residents, clients, and families.

Preferred Document Format

- Adobe Acrobat PDG

Acceptable Document Formats

- Adobe InDesign CC; Adobe Photoshop; and Adobe Illustrator

Pricing:

- **Full Page: \$400.00** (includes space at Wellness Fair + 2-tickets to Community Celebration)
- **Half Page: \$200.00** (includes 2-tickets to Community Celebration, an additional \$50.00 for space at Wellness Fair)
- **1/4 Page: \$100.00** includes 1-ticket to Community Celebration
- **1/8 Page: \$50.00**

Payment Options:

- eTransfer: donate@mccormickcarefoundation.ca
- Cheque payable to: **McCormick Care Foundation**
- Phone: **519-432-2648 x2318**
- Online:

HALF PAGE Size: 5" x 3.75"

PRICE: **\$200**

Includes:

- Two (2) tickets to the Community Celebration Event
- Additional \$50 for booth space in Wellness Area

<p style="text-align: center;">1/4 PAGE</p> <p style="text-align: center;">Size: 2.35" x 3.75"</p> <p style="text-align: center;">PRICE: \$100</p> <p style="text-align: center;"><i>Includes:</i></p> <ul style="list-style-type: none"> - One (1) tickets to the Community Celebration Event 	<p style="text-align: center;">1/8 PAGE</p> <p style="text-align: center;">Size: 2.35" x 1.75"</p> <p style="text-align: center;">PRICE: \$50</p>
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