

Media Advisory

For immediate release:
Thursday, September 27, 2007

Local Physician Inspires Hundreds to Support ALS Research

WHO: Hundreds of colleagues from York Central Hospital, friends and family will be joining local obstetrician Dr. Heather Houston at this Saturday's Hike 4 ALS in her bid to raise \$10,000 for ALS research. For a biography on Dr. Houston and her participation in the Hike 4 ALS go to <http://www.als.ca/events/mysite.aspx?fid=1539>.

WHAT: Following her diagnosis of ALS in 2007, Heather Houston chose to throw her support behind the efforts to raise funds to find a cure or treatment for ALS. With pledges and t-shirt sales totaling over \$6,400 to-date, Dr. Houston is well on her way to achieving her goal of raising \$10,000 for ALS research.

Inspired by her courageous response to her recent diagnosis, several hundred colleagues, patients and friends affectionately known as "Heather's Baby Boomers" will be joining Heather and her family on the Hike 4 ALS to help raise funds for this disease which currently has no known treatment or cure. Their participation will further contribute to money being raised in our community to support ALS.

WHEN: The Hike 4 ALS is on **Saturday, September 29, 2007**, at 10:00 a.m. Dr. Houston will be available at the registration/starting line from 9:45 to 10:15 a.m. to help cheer on her supporters and speak with media.

WHERE: Hike 4 ALS at the Kortright Centre for Conservation in Vaughan at Major Mackenzie and Pine Valley Drive.

WHY: ALS is a progressive neuromuscular disease in which nerve cells die and leave voluntary muscles paralyzed. The senses are unimpaired and the intellect may remain unaffected. ALS can strike anyone, male or female, of any ethnic origin and of any age. Approximately 3,000 Canadians live with ALS. Every day two or three Canadians die of the disease.

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