

The 28th Annual Betty's Run For ALS

Twenty-eight years ago, Betty Norman had a wish to find a cure for ALS. Despite her own battle with the disease, she unselfishly used her time and energy to bring this vision to life.

"I remain determined. I need to find some meaning in my altered life and maybe a justification as to why I was given this horrible disease. I want to make a difference in the time that I have left and possibly help future people with ALS."

- Betty Norman

Hundreds of families, friends, loved ones, volunteers, and supporters have carried the torch forward to make Betty's Run an event that inspires care, hope, and community. This grassroots event laid the financial foundation to enable the ALS Society of Alberta to grow in its support of people living with ALS across Alberta. Since the first run, over \$8.1 million has been raised for research, equipment loans, and client support services.

What is ALS?

Amotrophic Lateral Sclerosis (ALS) is a rapid, always fatal neurodegenerative disease. It attacks the nerves of the body that are responsible for sending messages to the brain. This results in weakness and wasting, and eventually an inability to swallow or breathe. The ALS Society of Alberta's mission is to make each day the best possible for those living with and affected by ALS, and those closest to them. This is achieved by providing support, facilitating the provision of care, promoting awareness, helping find a cure, and advocating for change.



3,000

people are living with ALS in Canada



2-5 YEARS

average life expectancy after diagnosis



5-10%

of cases are familial (inherited through mutated gene)



90%+

sporadic cases (unknown cause)



\$ 150,000 - 250,000

cost to average family over the course of the disease



2-3

people in Canada are diagnosed with ALS every day

Dave McMaster 2024 Ambassador

Born and raised in Dryden, Ontario in the late 1950s, sport and recreation have always been integral to my daily life. My parents were fully supportive of all my athletic pursuits growing up - from hockey to basketball, badminton, to soccer...

Settling on ice hockey as my main endeavor at the age of 15, I played for the high school team in town and continued along my athletic journey into my university years. It was there that I was offered a position on the school badminton team. Having been concussed in my original sport of choice, hockey, one too many times, I accepted. After graduation, I accepted a Badminton Coach position at Mount Royal College in Calgary.

Not long after, I was offered the Assistant Badminton Professional at the Calgary Winter Club. After 31 years of coaching the sport, I moved into a senior administrative role with Badminton Alberta, as their Director of Coaching and High-Performance. I maintained my active lifestyle throughout my coaching career by playing several sports, biking, and enjoying time in the mountains with my wife and family whenever possible.

I first noticed my movement was beginning to slow down on the tennis court, putting me in several compromising positions for shot-making - something I had never really experienced. While I was not necessarily known for my blinding speed, I simply blew it off to age and a general decline in my motor abilities. It was not long before other symptoms started showing up...fasciculations, twitching, and cramping were happening daily - more things that I had never really experienced.

Through a series of doctor visits and extensive testing, the verdict was in.....confirmed ALS diagnosis. Life was now changed, forever.

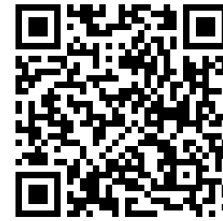
It is evident that a network of support is critical in navigating the ups and downs of this disease. My family has adapted extremely well to our uncertain future, while my immediate circle of friends continues to offer unconditional assistance in support of our day-to-day challenges.

Lastly, thank you the ALS Society of Alberta and the ALS Clinic at South Health Campus for their unmatched support in helping us navigate these trying times. This is a phenomenal group of people whose care and concern we could not do without.

It's a privilege to be the 2024 Betty's Run for ALS Ambassador. Please join the ALS Community on June 9 for a 5 km walk, or 8 km Fun Run and help raise awareness and funds for this terminal disease.



Where Do I Register?



Visit bettysrun.ca or scan the QR code to register!

Online Registration Deadline:
9:00 pm, June 5, 2024

Sign up as an individual or join a team to boost your fundraising total!

Set a Fundraising Goal!

Tell your friends, coworkers, family members and those closest to you about your goals!

Collect donations online from friends and family, or collect donations to drop off at any ATB branch. You can also mail your cheques to the ALS Society of Alberta.

Race Day Agenda:

When: Sunday, June 9, 2024

9:00 a.m. : Pre-event and Warm-up

10:00 a.m.: Walk Start (5 km)

10:30 a.m.: Run Start (8 km)

Where: North Glenmore Park, Canoe Club

Race Package Pick-up

When: Friday, June 7 10:00 a.m. - 2:00 p.m.

Saturday, June 8 10:00 a.m. - 2:00 p.m.

The Team Captain is responsible for picking up race packages for all team members.

Where: Inside the Canoe Club, North Glenmore Park

Share

Instagram: @alsalberta

Facebook: @alsalberta



Betty's Run for ALS

Inspiring Care, Hope, and Community



28th Annual Walk & Fun Run

Sunday, June 9, 2024
North Glenmore Park

www.bettysrun.ca

Thank you to our **Platinum and Gold Sponsors!**



2024 PLEDGE FORM



Please print clearly. If we can't read it, we can't receipt it!

Donate online at bettysrun.ca or collect donations/pledges below:

Before the event:

- Deposit money at any Alberta Treasury Branch (ATB)
- Ensure pledge form is stamped by teller
- Attach completed deposit slip(s) and mail it in
- If donating by credit card, please visit bettysrun.ca
- Make cheques payable to the ALS Society of Alberta
- Income tax receipts will be issued for donations \$25 +

Please do not include any online donations on this form.

**ALS Society of Alberta • Charitable Registration #12063 0827 RR0001
7874 10 Street NE • Calgary AB T2E 8W1 • Phone: 403-228-3857 • Fax: 403-228-7752**

Participant Name: _____

Team Name (if applicable): _____

Address: _____

Team Pledges must be handed in collectively.

City: _____

Phone: _____

Postal Code: _____

Address Line 2 (Optional): _____

Email: _____

Personalized Betty's Run Website: _____

Donor Name	Mailing Address (Street, City, Province, Postal Code)	Telephone	Email	Amount Received	Cheque ✓	Cash ✓
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WAIVER MUST BE SIGNED BY PARTICIPANT

The Participant: 1. Hereby releases, waives and discharges and agrees to hold harmless and indemnify the ALS Society of Alberta and each of its Corporate or individual Sponsors, as well as their subsidiaries and all associated, affiliated and related entities, successors, assigns, licensees, and their respective officers, directors, shareholders, agents and employees for or in relation to any claims or demands for any loss or damage by virtue of any injury to the person or damage to property suffered or sustained by the Participant arising out of or related in any way to Betty's Run for ALS whether caused by negligence or otherwise. 2. Hereby grants to the ALS Society of Alberta the full rights and permission to copyright and/or use, publish, and republish, video and still photographic material of the Participant in Betty's Run for ALS in which the Participant may be included in whole or in part, in colour or in black and white, including the use of any electronic version in conjunction with such videos. I HAVE READ THIS RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT, FULLY UNDERSTAND ITS TERMS, AND HAVE SIGNED IT FREELY AND VOLUNTARILY WITHOUT ANY INDUCEMENT, ASSURANCE OR GUARANTEE BEING MADE TO ME AND INTEND MY SIGNATURE TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW.

\$	\$ Amount Deposited at ATB + Cheques (not deposited) + Cash (not deposited) = TOTAL Collected
\$	
\$	
\$	

**BANK DEPOSIT STAMP and ATTACH SLIP
ATB ACCOUNT# 07909 1160192-24**

VERIFIED BY: _____

Signature of Participant _____ Parent/Guardian if under 18 years of age _____ Date _____

The ALS Society of Alberta is hoping to raise an estimated \$400,000 at an expense of \$70,000 to support our programs, services and research in Alberta. For more information, contact Marie at 1-888-309-1111.