

MEDIA INVITED: Charlotte 5K Race in Honor of 7-year-old Cancer Victim

The Isabella Santos Foundation to host 6th Annual 5K For Kids' Cancer to raise funds for childhood cancer



WHO: Childhood cancer organization, the Isabella Santos Foundation

WHAT: Isabella Santos is a 7-year-old Charlotte girl who lost her 5-year battle with neuroblastoma in June 2012. The 5K for Kids' Cancer is an event that the Santos family started shortly after Isabella's diagnosis to raise funds for pediatric cancer research, as they quickly found that funds and resources for neuroblastoma and most pediatric cancers were few and far between. The event has brought much of the Charlotte community together over the past 5 years, with last year's race bringing in 1600 participants and raising more than \$200,000.

In addition to the 5K race, this year's event will include:

- A 1-mile kids' fun run where kids will have a chance to wear a race chip and capture their time just like the adults.
- A Kids Zone sponsored by Levine Children's Hospital and United Support Services with food, music, and lots of activities for kids and families.
- More than 100 raffle and silent auction items donated by businesses and individuals throughout Charlotte.
- A "Wish tent" for attendees to share their [#ISF3Wishes](#) and more...

WHEN: Saturday, September 21, 2013 beginning at 8:00 a.m.

WHERE: Ballantyne Corporate Park, 13860 Ballantyne Corporate Place, Charlotte, NC 28277

RSVP: Media are asked to RSVP to Andrea.Simon3@gmail.com by Friday, September 20 at 5:00 p.m.

INFO: To register and learn more about the 5K For Kids' Cancer, visit www.5kforkidscancer.com. To learn more about the Isabella Santos Foundation, visit www.isabellasantosfoundation.com.

DIGITAL FILES:

Photos from the Isabella Santos Foundation's previous 5K races can be downloaded here:

<http://www.flickr.com/photos/isabellasantosfoundation/sets/72157633255042966/>

Photos of Isabella and ISF's logo can be downloaded here:

<https://www.dropbox.com/sh/s20es6zw5uqzc6q/dndZiZ7EQu>

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