FOR IMMEDIATE RELEASE

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Plymouth Meeting, PA - January 17, 2011 - As 13-year-old Plymouth Meeting native Kyle Rosenberg looked forward to his Bar Mitzvah and bearing his own responsibility for Jewish ritual law, tradition, and ethics, he looked for a coming-of-age project with special meaning. He did not have to look further than his own family.

Kyle's mother is a colon cancer survivor and Kyle's grandfather and uncle were taken from him by the same disease. His young experience with this type of cancer that affects more than 150,000 people every year, inspired him to try and make an impact.

"I was looking for a mitzvah project, something we are asked to do once we begin to get ready for our bar mitzvahs and wanted to raise money and create awareness for what I know is a very important cause," Kyle said. "I know that getting tested when you're younger could make all the difference when someone is told they have colon cancer. I am very lucky to have my Mom in my life."

Kyle remembers those days when his Mom was having surgery as well as undergoing radiation and chemotherapy but what stuck with him was the fact that she never let those things interfere with her life. He said, "I knew my Mom didn't feel good and was tired a lot but she still tried to be involved in everything I was doing. As I get older and realize more about this disease, I'm understanding just how strong my Mom is."

Kyle found Philadelphia's "Get Your Rear in Gear" in March, 2010. He emailed his friends and family, asking them if they would sponsor him to walk. His initial efforts netted close to $900 for the event. In addition to his Dad and aunt, he was especially proud to accompany his Mom in the walk on the day of the race last March.

When thinking about Kyle's efforts, Randi said, "It was wonderful that Kyle was able to collect money to fight this disease and I was very happy to walk with him on the day of the event. It meant a lot to me that he wanted his mitzvah project to be about this. If there was ever something to signal how much your child cares about you, this was it."

The Rosenbergs caught the immediate attention of the event's race director, Maria Grasso, of Mount Laurel, New Jersey. Along with the support of Colon Cancer Coalition, Grasso started the regional race in 2009, growing it by 1,600 participants in just one year.

"I hear from so many families who have been touched by colon cancer, often losing their loved ones," said Grasso. "What is special about Kyle is that he became tuned in at a very young age because of his own experience. The more that young people learn that early detection can often be the difference between life and death, the closer we are to beating this cancer."

To date, Grasso has raised more than $250,000 all of which stays in the Greater Philadelphia Region to fund research, awareness, and treatment. On March 20, 2011, Grasso takes on the third annual Get Your Rear in Gear Philadelphia. The event is held in front of the

infamous Rocky steps at the Philadelphia Museum of Art, and attracts participants from around the country. As virtually a one-woman show, Grasso is recruiting sponsors, volunteers and participants around the clock.

This year, thanks to her tireless efforts, participation is expected to double once again. Kyle Rosenberg will be there.

"I hope to stay involved to the point when I learn that a cure has been found."

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Maria Grasso,Chair & Philadelphia Event Director
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March 20, 2011- Save the date!