



FOR IMMEDIATE RELEASE:

PRESS CONTACT:

April 5, 2010

Anne Carlson-Davis

612-272-0738;

annecarlsondavis@getyourrearingear.com

GET YOUR REAR IN GEAR 5K RUN/WALK EXPECTED TO ATTRACT 5,000

Join WCCO-TV Sports Anchor and KFAN radio personality Mark Rosen on Sunday, May 16, for the 6th annual Get Your Rear in Gear 5K Run/Walk and Kids' Fun Run at Southdale Center in Edina, MN. Registration opens at 7 a.m., with the Kids' Fun Run at 8:00 a.m., the 5K run at 8:30 a.m. and the 5K walk at 8:35 a.m.

Last year's event attracted 4,300 participants and raised more than \$280,000. Representatives of the Colon Cancer Coalition, which sponsors the event, expect about 5,000 participants this year. Money raised in 2010 will help support the Sage Scopes Screening Program, a division of the Minnesota Department of Health that provides colon cancer screening and treatment to under- and non-insured Minnesotans.

This year, the Kids' Fun Run is dedicated to Terry Gallagher, a husband, father of three, and colon cancer survivor. Terry and his wife, Mimi, are organizing a variety of kids' activities as part of the race day, hoping to help educate and raise awareness about the disease. KARE-11 TV News Anchor Tim McNiff is the honorary Kids' Fun Run starter.

The presenting sponsor of this year's event is Minnesota Gastroenterology, P.A. Other sponsors include the American Society of Colon and Rectal Surgeons, the Mayo Clinic, Colon and Rectal Surgery Associates, and NiTi Surgical Solutions, among others.

Registration information is available online at www.getyourrearingear.com. Race day registration is available at the event. Information about volunteering, fundraising, sponsoring an event or forming a team is also posted on the website.

Although the Get Your Rear in Gear 5K Run/Walk originally debuted in the Twin Cities in 2005, it was so successful that the Coalition now offers similar events in many states. For a list of upcoming and past events, visit www.getyourrearingear.com.

"*Get Your Rear in Gear* is bigger than just a message for colon cancer," says Kristin Tabor, president and founder of the Colon Cancer Coalition. "It is a message for all of us to take action, lead longer healthier lives, go to the doctor regularly, to listen to our bodies when something isn't right and to get the right answers, regardless of age."

###