



INSLEY STRONG MEMORIAL FOUNDATION

Esophageal Cancer . . . Hard to Swallow!

ESOPHAGEAL CANCER ASSOCIATION CANADA (ECAC)

Our Story:

On June 28th, 2017, every family's worst nightmare, became our reality. Our Dad was diagnosed with stage IV Esophageal Adenocarcinoma, better known as cancer. It was an absolute shock. Within a week, we had gone from enjoying our favorite rib and steak Sunday dinner, to trouble swallowing, and a scope diagnosis of palliative cancer. Between the chemotherapy and radiation treatments, the CT scans and MRIs, the trips to and from Victoria Hospital were endless. We watched the strongest man we know, battle negative test result after test result, with the hope that just maybe, someone would be able to do something. In a blink of an eye, he was gone. On October 1st, 2017, cancer had taken our number one Dad.

Today, we share our story with the hope of reaching those who currently are or have battled the same journey. For those who too had little awareness, few warning signs, minimal options and felt completely helpless. Our Murray's Miles event has been developed in partner with the London Health Sciences Foundation (LHSC) to increase the awareness and fundraising efforts surrounding Esophageal Cancer in Canada (and we are thus far the only to do so). We want others to be more aware, to have more options and to most importantly, know they are not alone. From the bottom of our hearts, we thank you for joining our fight!

#InsleyStrong #MurraysMiles #Esophagealcancer #hardtoswallow

MURRAY'S MILES

SUPPORTING ESOPHAGEAL CANCER RESEARCH



The Event:

Please join us on Saturday, October 7th, 2023 for our 6th annual 5KM walk on the Morrison Dam Trail in Exeter, ON.

To date we have raised over \$100,000 supporting innovative research for Esophageal Cancer with LHSF.

The walk will begin at McNaughton park, with lunch to follow.

We encourage you to sign up and/or enter your own team if you are interested in raising funds and awareness for Esophageal Cancer.

This annual event features guest speakers, auction items, prizes, free swag and more!

Together you can help us add miles to a life ended far too soon and continue our fight against Esophageal Cancer.

Register @;

www.lhsf.ca/murraysmiles

MURRAY'S MILES

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Event Details:

Fundraising:

Fundraise \$300 or more (individually) and receive a free t-shirt

Date:

Saturday, October 7th, 2023

Registration Opens:

8:30 a.m.

Guest Speaker:

9:00 a.m.

Walk Starts:

10:00 a.m.

Location:

McNaughton Park
1-35 McNaughton Drive
Exeter, Ontario

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Sponsorship Opportunities:

Event Sponsor - \$7,500 +

One Opportunity

- Murray's Miles 2023 presented by
- Event acknowledgement including opportunity to speak and address all participants
- 4 Mile marker signs on trail
- Company name and logo featured on "Our Story" video and swag item handouts (including T-shirts)
- Company name and logo featured on event signage, webpage and promotional materials
- Personal thankyou at event and in media summary
- Spotlighthted on all Social Media platforms
- Opportunity to provide branded participant gift and volunteer onsite
- Event day booth or tent

"A1" Gold Sponsor - \$5,000

- 3 Mile marker signs on trail
- Company name and logo featured on "Our Story" video and webpage
- Personal thankyou at event and in media summary
- Spotlighthted on all Social Media platforms
- Opportunity to provide branded participant gift and volunteer onsite.
- Event day booth or tent

"Top Shelf" Silver Sponsor - \$3,000

- 2 Mile marker signs on trail
- Company name and logo featured on our webpage
- Personal thankyou at event and in media summary
- Spotlighthted on all Social Media platforms
- Event day booth or tent

"Thumbs Up" Bronze Sponsor - \$500 - \$1,000

- Mile marker signage on trail
- Personal thankyou at event and in media summary
- Spotlighthted on all Social Media platforms

Honorary Sponsor

- For those who have supported since day 1, for 5 years strong
- Receive the same recognition as previous years, when you sponsor the same monetary value as previous years

Silent Auction Donations

MURRAY'S MILES

SUPPORTING ESOPHAGEAL CANCER RESEARCH



Contact Us Today!

If you are interested in participating, donating and/or sponsoring this year's event in any capacity please do not hesitate to contact us @;

Email: insleystrong@gmail.com

Phone: 519-719-1088

Find us on Facebook, Instagram and Twitter.

Insley Strong

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