



October 31, 2013

MEDIA ADVISORY

Got Balls – Kick Cancer!

Mike Metcalfe and friends will kick off 30 straight hours of soccer for the final time this Friday at the Subway Soccer Centre. The tenth annual Mike Metcalfe 30 Hour Soccer Marathon for Cancer will be a pitch perfect end to an event that has raised more than \$480,000 to improve the lives of patients at the Foothills Medical Centre. The event kicks off on Friday, November 6 at 4:00 pm and runs straight through until Saturday, November 2 at 10:00 pm.

The Soccer Marathon began in the fall of 2004 after Mike was diagnosed with testicular cancer. Mike's friends were inspired by his determination as he endured over 500 hours of chemotherapy and treatment for his cancer. Since Mike is an avid soccer player, the concept of a 30 hour soccer marathon seemed fitting.

The co-ed event encourages a mix of all skill levels and all ages - from families who otherwise don't get the chance to play together, to individuals who would like a comfortable atmosphere to experience soccer for the first time.

There is still room for players, *including groups of up to 15 people. Anyone can play and everyone is welcome! Available times:

Fri: 4pm*, 6pm*, 8pm, 10pm*

Sat: 11am, 12pm*, 3pm, 7pm 9pm

Media are invited to attend the Soccer Marathon. Mike Metcalfe will be on site all weekend.

When: Friday, November 1, 2013, 4:00 pm kickoff to Saturday, November 2, 2013, 10:00 pm

Where: Subway Soccer Centre
7000 48 Street SE

Calgary Health Trust, a catalyst in health care philanthropy, connects donor passion with treatment, education and research priorities in the Calgary community. The incredible generosity of our donors has helped to raise more than \$330 million for health care since 1996. These funds help advance technologies, programs and services at Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, Women's Health, Carewest continuing care centres, community health programs, the University of Calgary's Faculty of Medicine and other health care organizations in our community. For information on Calgary Health Trust, please go to www.calgaryhealthtrust.ca.

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For further information, contact:

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