



InDepth

CCFC London Chapter Newsletter

Spring 2008

I am extremely excited to be the honorary chair for this year's Heel 'n' Wheel-a-Thon. I was diagnosed with Crohn's disease six years ago when I was a youthful, vibrant athlete in my first year of university. The pain I experienced came on so suddenly I was certain my appendix had burst. As a result of the illness, I lost 42 pounds, and needed nine pills a day, as well as infusions to regain my health and strength.

Today I am the mother of two wonderful children, with a third on the way this May. Being a mother has made me realize how important it is for me to stay healthy, so I can care for my children. My biggest fears are that my children will be diagnosed with IBD, or that I will become too sick to care for them. Having children has intensified my urgency to help find a cure. As Honorary Chair for the 2008 Heel 'n' Wheel-a-Thon, I hope to play an important part in the CCFC's mission to find a cure and inspire others to help find a cure as well.

Ashley Senuita
Honorary Chair

CROHN'S AND COLITIS FOUNDATION OF CANADA



HEEL 'N' WHEEL-A-THON

On **Saturday, June 14**, we will hold our annual Heel 'n' Wheel-a-Thon at **Greenway Park**.

The event kicks off at 10 a.m.

New for 2008:

- Dedicated website - www.heelnwheelathon.ca
- Additional draws for top pledge earners
- Addition of a new prize level at \$1,500
- New M&M Meat Shops bonus prizes.

Please contact Allison Van Horn, 519-649-6725 or ccflondon@gmail.com for more information.

Feel free to attend one of our chapter meetings held on the second Monday of each month.

E-mail ccflondon@gmail.com for details.

GutRock London 2008

Our friends at the **GutRock Concert Series** are proud to announce that plans for GutRock London 2008 are in the works. The launch of www.gutrock.com is in March, and we have an amazing sponsorship through **Positive Identity Promotional Products** this year.

T-shirts, stickers and buttons will be available for purchase at all upcoming shows as well as from the website with all profits going to the CCFC. Keep an eye out for show details of the upcoming GutRock London 2008 at www.gutrock.com. You can also find GutRock on **MySpace** and **Facebook**.

Education Event

Tuesday, April 1, 6 to 9 pm

**Brescia University College
St. James Memorial Building
(Auditorium)**

The University of Western Ontario
1285 Western Road, London

Topics:

- **What is IBD?** - Dr. Jamie Greggor, Gastroenterologist
- **Medical treatments and suggested lifestyles for an IBD patient** - Jole Lamore, Pharmacist
- **Therapeutic uses of pre and probiotics** - Dr. Gregor Reid
- **Current research initiatives in the area** - Wendy McCaw, RN, Certified Clinical Research Professional

Refreshments provided. Free admission.

Our education events aim to educate the local community about inflammatory bowel disease, and discuss current medical treatments and leading research.

Contact our Health Professional Awareness Team at ccfclondon@gmail.com or by searching Facebook - Crohn's and colitis treatment updates

M&M Charity BBQ Day

We're gearing up for **May 10**, our biggest one-day event of the year. Last year the M&M Charity BBQ Day raised close to \$2 million and this year's goal is to reach \$2 million. Steve Newman is chair of this year's event and is busy coordinating volunteers for 12 stores.

We would love to hear from you if you're available to flip burgers or serve pop for half a day. Please contact Steve at 519-432-1744.

Other Upcoming Events

50/50 raffle at London Knights playoff game

We are scheduled for **March 28**, game 5 of round 1 of the OHL playoff season. Our goal is to sell 15,000 50/50 tickets and raise \$4,000 for the CCFC. We need lots of volunteers to sell tickets during the game to reach this goal.

Please contact Allison Van Horn, 519-649-6725 or ccfclondon@gmail.com if you're available to help.

Fleetwood Country Cruize car show

On **June 7**, we'll be selling homemade cookies at the fabulous Fleetwood Country Cruize car show, www.fleetwoodcountrycruizein.com.

If you can help bake or have room in your freezer for cookies, please contact Laura Stinson-Newman at 519-432-1744.

Street sale

A giant street sale is planned for May with all proceeds going to our Heel 'n' Wheel-a-Thon fund. If you have any items you would like to donate for the sale please call Laura or Steve Newman at 519-432-1744.

Chapter Vitality

The London Chapter of the CCFC is gearing up for our busiest time of year and we're brimming with enthusiasm and energy.

The Spring 2008 edition of Focus, a special publication for CCFC volunteer leaders, featured an article on the London Chapter. Here's an excerpt:

Today, London has a thriving Chapter... It has 10 dynamic youth volunteers who form 25% of the Chapter's 'team'... The Chapter hasn't just been successful recruiting youth, adult volunteers are equally drawn to its fun, inspiring environment.

But this isn't simply a positive volunteer recruitment story. It's a story of amazingly strong fundraising growth as well: in 2004 London Chapter's Heel 'n' Wheel-a-Thon raised \$11,937; last year it topped \$39,000. And in two years' time, Chapter net revenues grew over 50% from \$46,962 to \$74,050.

FUNdraising Initiatives

Thanks to our many volunteers, we have had some great fundraising events this past year, including:

Guts on Ice November 2007

Over 300 skating enthusiasts of all ages joined us at the John Labatt Centre for an amazing evening. Our special guest, **Walter Gretzky** signed autographs, and **Level IV** provided live entertainment. Through ticket sales and raffles, our chapter raised over \$7,000 in one night!

Tupperware sale

In March, chapter members and their families promoted the Tupperware line of products and sold over \$1,000, resulting in a donation of over \$400 to the CCFC!



Crohn's and Colitis
Foundation of Canada

Fondation canadienne des
maladies inflammatoires
de l'intestin