

# Walk & Run for Wishes

*Benefiting Make-A-Wish Foundation® of Wisconsin*

## Madison - FACT SHEET

- What:** 5K fundraising walk, certified run and wheelchair race
- When:** Fall 2011 – (Requested Date: September 25, 2011)
- Where:** Requested Location: Warner Park
- Grounds Set-up:** Event to have a tented area that includes a stage. Entertainment will involve music and kids activities. Refreshments and snacks will be served.
- Why:** Help make wishes a reality for Wisconsin children by participating! Make-A-Wish Foundation of Wisconsin grants the wishes of children living with life-threatening medical conditions. Since 1984, more than 3,800 Wisconsin children have had their wishes granted. Currently, 230 kids are in the process of having their wishes granted.
- Schedule:**
- |            |                                      |
|------------|--------------------------------------|
| 8:30 a.m.  | Registration Opens – Turn in Pledges |
| 9:00 a.m.  | Kids' Dash                           |
| 9:30 a.m.  | Opening Ceremonies                   |
| 9:55 a.m.  | Wheelchair Start                     |
| 10:00 a.m. | Walk & Run Start                     |
| 11:00 a.m. | Post-event Festivities               |
| Noon       | Estimated time event will end        |
- Participants:** Approximately 750-1,000 runners and walkers from the Madison area to participate in the event to help make a difference in the lives of Wisconsin children.
- History:** Walk and Run for Wishes is one of the Make-A-Wish Foundation® of Wisconsin's signature fundraising events. The Milwaukee event has been in existence for 23 years and includes more than 2,200 participants from community and corporate supporters to our wish children, wish families and volunteers. In total, the event has raised more than \$1.7 million to support the Make-A-Wish mission. An Appleton event was launched in 2003 and a Manitowoc event in 2004. These annual events have raised an additional \$375,000.
- Web site:** [www.walkforwishes.com](http://www.walkforwishes.com)