



NEWS RELEASE

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THE 2ND ANNUAL DUCK RACE ANNOUNCES LOCAL MEDIA SPONSOR

Aurora, Ill. (August 27, 2010) – The 2nd Annual ‘Alden of Waterford Duck Race’ is pleased to announce WERV 95.9 FM ‘The River’ as this year’s media sponsor.

The ‘Alden of Waterford Duck Race’ will start at 4 p.m. Thursday, Sept.



23 at Alden of Waterford Rehabilitation and Health Care Center, located at 2021 Randi Dr. in Aurora. WERV ‘The River’ will broadcast live at the event providing detailed coverage to station listeners.

The race will begin at 5 p.m. National Guardsmen will be on hand to provide the ducks with a personal escort to the pond, the Fox Valley Marines will perform a six-gun salute just prior to the race and the Aurora Fire Department will assist the ducks in racing across the Alden of Waterford campus pond. All proceeds from the ‘Duck Race’ will benefit the Donald Davidson-Alan Brin Memorial Chapter of the Leukemia Research Foundation.

In 2009, rubber duck sales and a contribution from an anonymous donor helped generate more than \$9,000 for the Leukemia Research Foundation, which used the proceeds to fund research into the causes and cures for leukemia, lymphoma and myelodysplastic syndromes, as well provide financial assistance and educational and emotional support to patients and families coping with blood cancers.

“Our goal this year is to raise \$15,000 for leukemia research,” says Nora O’Gorman, administrator, Alden of Waterford Rehabilitation and Health Care Center. “I am happy to report that we are more than halfway there and have already raised \$10,000 so far.”

Participants will have the opportunity to enjoy appetizers catered by the rehabilitation center’s professional chef, a cocktail hour featuring Alden’s signature wines, live entertainment by Emerald Society Bagpipers and games for children. The owner of the first duck to cross the finish line will receive \$500 in cash. The 2nd place winner will receive a dental basket valued at \$300 featuring a Sonic Care electronic toothbrush and more. The 3rd place winner will receive a \$150 entertainment basket that features gift cards to local movie theaters and restaurants. On-site mini-raffle sales will feature additional prizes, including a Starbucks coffee basket, spa basket, several retail gift cards and more.

All proceeds from the ‘Duck Race’ will benefit the Donald Davidson-Alan Brin Memorial Chapter of the Leukemia Research Foundation. Rubber ducks are being sold for \$5 until 4:30 p.m. the day of the race. To register or for more information, call 630-851-7266.



The Leukemia Research Foundation, headquartered in Wilmette, Ill., is dedicated to funding research and providing support to people affected by blood cancers. The Foundation's mission is to conquer leukemia, lymphoma, and myelodysplastic syndromes by funding research into their causes and cures, and to enrich the quality of life of those touched by these diseases. For more than 60 years, thousands of volunteers and 25 chapters have helped the Foundation raise more than \$47 million to help fund research specifically targeting aspiring, eager, and innovative scientists and physicians around the world, provide patient financial assistance, and offer educational and emotional support for patients and their families.

Leukemia Research Foundation information is available at www.leukemia-research.org, or by calling 847-424-0600.

Alden of Waterford Rehabilitation and Health Care Center in Aurora, Ill., offers programs that address the needs of short-term therapy and rehabilitation patients as well as long-term residents.



Information about Alden of Waterford orthopedic and post-hospital recovery programs and services are available at www.aldenwaterford.com or by calling 630-851-7266.

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