**FOR IMMEDIATE RELEASE**

e.g., Monday, April 2, 2019 (Update with the date you send the media advisory)

**Attention:** [Note the type of editor you are looking to connect with (lifestyle, local news editor, etc.)]

**Media Advisory:** Crohn’s and Colitis Canada hosts the Gutsy Walk, the country’s largest community fundraiser for Crohn’s disease and ulcerative colitis, on Sunday, June 2nd to raise much-needed funds for patient programs and world-class research projects focused on finding cures.

**What:** With over 60 walk sites across Canada, the [X] kilometre walk is a fun-filled and family-friendly event. Each location highlights a local honorary chair selected by members of their local community. [Please revise the sentence above as not all walk sites have a local honorary chair]

**Why:** We are the only national, volunteer-based charity focused on finding cures and improving the lives of those affected by these chronic diseases. While currently 270,000 Canadians live with inflammatory bowel disease, scientific experts expect this number to rise to 400,000 by 2030. Thanks to fundraising efforts, such as the Gutsy Walk, we have invested nearly $122 million in research to date.

**Who:** Note key people in attendance and their role (e.g. honorary chair, MC, special guests.]

e.g., Name, title, company/organization name and role at event

**When:** Sunday, June 2, 2019  
Registration time – e.g., 9:30 a.m.

Start of walk - e.g., 10:00 a.m.

**Where:** Name of event venue

Full address of event venue

**Highlights:** [Note any key points of information – e.g., if notable people available for interviews]

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For more information about the Gutsy Walk, please visit [gutsywalk.ca](http://gutsywalk.ca/Home.aspx). To learn more about the event and schedule media coverage, please contact:

Your Name

Your role – specify if you are a volunteer

Crohn's and Colitis Canada

Your phone number

Your email address