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HERA Foundation Announces 2010 Climb4Life Event Schedule

Participants raise funds for ovarian cancer research, education and awareness

DENVER, COLO. (February 2, 2010) The HERA Women’s Cancer Foundation’s Climb4Life event series is returning in 2010 not only to raise funds for ovarian cancer research, but also to raise awareness around the signs and symptoms of this deadly disease. According to the American Cancer Society, one in 57 women will be diagnosed with ovarian cancer in her lifetime. With early detection, more than 90 percent will survive. Currently, only 24 percent of ovarian cancer is caught early. The mission of the HERA Foundation is to stop the loss of mothers, daughters, sisters, grandmothers, aunts, wives, partners and girlfriends from ovarian cancer.

Event dates for the 2010 HERA Climb4Life events are as follows:

HERA Climb4Life Metro DC: Saturday, March 13 – Sunday, March 21

HERA Climb4Life Colorado: Friday, June 11 – Saturday June 12

HERA Climb4Life Utah: Thursday, September 16 – Sunday, September 19

Participants and volunteers may register for the HERA C4L Metro DC event by visiting www.herafoundation.org.

Since its inception in 2002, the HERA Foundation has raised over one million dollars. That money has gone to support ovarian cancer awareness programs around the United States and to help fund nearly 20 research projects conducted by Ph.D. and M.D. fellows at major research institutions, such as Johns Hopkins University in Baltimore, M.D. Anderson Cancer Center at the University of Texas in Houston, and Baylor University, also in Texas. Event participants conduct personal fundraising campaigns prior to the event and use personal web page and fundraising materials provided by the HERA Foundation which they forward to family, friends and colleagues.

“Event attendees and volunteers enable HERA to cast a wide net and to raise a great deal of awareness about ovarian cancer, through their fundraising efforts. Messages delivered through networks of family and friends are an effective way to spread the word about the signs and symptoms of ovarian cancer,” explains Danni Lederman, HERA Foundation executive director.

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HERA Climb4Life events are open to women, men, and children of all ages, and no rock climbing experience is necessary. Registration fees vary by event; more information is available at www.herafoundation.org.

“In 2010, we’re working very closely with local sponsors to create a unique event experience that allows the participants to become more engaged with the cause,” says Lederman. “While each HERA Climb4Life event varies slightly in structure and format, participants are guaranteed the same high-quality event experience at each locale.”

Grant recipients from Johns Hopkins University traditionally attend HERA Climb4Life events, speaking to event participants about the importance of their fundraising efforts and how that’s making a difference in the fight against ovarian cancer. Climb4Life events also include slideshows by professional rock climbers, yoga classes, and parties, and learn-to-climb classes taught by local rock climbing guides or climbing gym instructors. In some locations, additional outdoor activities such as hiking and running are offered, for those who choose not to climb.

Participants conduct personal fundraising campaigns prior to the event and those who meet a fundraising minimum are entered into a drawing featuring thousands of dollars in outdoor gear. Special prizes are awarded to the top three individual and team fundraisers. The HERA Foundation provides participants with fundraising tools, including sample letters and the ability to create fundraising web pages on the non-profit’s registration website.

About the HERA Foundation

The HERA Foundation is a registered 501 (c) 3, whose mission is to stop the loss of women and girls to ovarian cancer by empowering women to take control of their health, empowering the medical community to find new directions in ovarian cancer research and empowering communities to provide support. HERA is an acronym for Health, Empowerment, Research and Awareness. For more information, visit www.herafoundation.org.

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