

Successful Sick Kids fundraiser returns

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ALDERVILLE -- Organizers are hoping for another successful year after the 2009 Living Pink Balloon event surpassed all expectations to raise \$12,000 for Sick Kids.

"I was really surprised," said Tanya Gray, who co-founded the event after losing her 10-year-old daughter Hollie to a brain aneurism in 2008.

"When I first started this, people told me fundraisers take a lot of time, and I shouldn't be disappointed if I didn't meet my goal. But then we exceeded it. All these people, even though they didn't know exactly what a Living Pink Balloon was, they gave us so much support."

Participants in the event are given pink T-shirts and then organized to create the image of a balloon, which is then photographed aerially. Along with the main event, the day also features fun games and activities. All proceeds go to benefit the Sick Kids Foundation and the hospital's Brain and Behaviour Research Centre.

Ms. Gray praises the doctors at Sick Kids who cared for Hollie during her short stay there, noting that she received a card and flowers from them on the one-year anniversary of her daughter's death.

"For them to remember us after one year and thousands of kids coming through those doors, I think that says a lot about the type of people who work there," she says.

"I think it's important they're recognized for how much they actually do."

The Living Pink Balloon event also honours Brenna Crowe, who is currently undergoing treatment at the hospital for a Craniopharyngioma, a brain tumour that blocks the normal drainage pathways of her brain. So far Brenna has undergone two surgeries and two rounds of chemotherapy.

The organizers' goal for the event is the same as in 2009, \$10,000, although they are hoping for similar results.

"The goal is the same, so we hope we can meet that or exceed it," said Ms. Gray. "That's just a hope, but it would be nice."

Registration for the Living Pink Balloon is \$20 for adults and \$10 for youth, and includes a T-shirt. Participants can buy



Peg McCarthy / Northumberland News

ALDERVILLE -- Daryl Crowe is helping to organize a Living Pink Balloon fundraiser on Saturday, Sept. 5, for the SickKids Foundation and awareness of brain health. Her daughter Brenna, 5, was diagnosed with a pituitary tumour in February, 2008. Thursday, Aug. 6, 2009

tickets in Alderville at The Scissors Edge, Our House Snack N' Go and Trails End, in Cobourg at Herbal Magic or online at www.livingpinkballoon.org.

The event is being held Saturday, Sept. 18 at the Alderville baseball diamond at 5555 Minnetonka Rd. at 10 a.m. Pre-registration is required by Sept. 9.