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FOR IMMEDIATE RELEASE

DATE

Local Optimist Club's cancer walk challenges community to 'Have a Heart, Do Your Part'

CITY, STATE/PROVINCE – The Optimist Club of **CLUB NAME** encourages local residents to “Have a Heart, Do Your Part” to rid the world of childhood cancer by participating in the Childhood Cancer Campaign Walk. This year’s walk, a part of Optimist International Childhood Cancer Awareness Month, will begin at **TIME** at **PLACE**.

The walk is a **LENGTH (3K, 5K, ETC.)** and will take walkers **EXPLAIN ROUTE**. Registration for the event is **PRICE** and includes **LIST ANY GIVEAWAYS**. Money raised from the **CLUB NAME**'s walk will **EXPLAIN WHERE FUNDS WILL GO**.

“Optimist volunteers all over are putting on their tennis shoes and getting out there to walk to show that they most definitely ‘have a heart’ and are ready to ‘do their part,’” Club President **PRESIDENT NAME** said. “Our Optimist Club is excited to participate in such a worthwhile event and can’t wait to do what we can to help **NAME OF BENEFICIARY**.”

Local residents who wish to join in and “do their part” can register by [EXPLAIN HOW TO REGISTER](#).

The Optimist Childhood Cancer Campaign was established in 2001 in hopes of “providing the care and finding a cure.” For the past 10 years, the CCC has supported young people with cancer, supported cancer patients’ families and caregivers, provided support to healthcare providers, and helped childhood cancer research. Each year, June is set aside as a special time for Optimist Clubs to give even more focus to fighting the disease and its devastating effects.

The Optimist Club of [CLUB NAME](#) has been supporting local youth since [CHARTER YEAR](#). Other programs and service projects that the Club is involved in include [CLUB PROJECTS](#).

Optimist International is one of the world’s largest service club organizations with over 80,000 adult and youth members in almost 3,000 clubs in the United States, Canada, the Caribbean and Mexico and throughout the world. The organization’s Childhood Cancer Campaign became one of its main focuses in 2001, and in 2004, Optimist International partnered with John Hopkins University to move forward research for the disease. Carrying the motto “Bringing Out the Best in Youth, in our Communities, and in Ourselves,” Optimists conduct positive service projects that reach more than six million young people each year. To learn more about Optimist International, please call (314) 371-6000 or visit the organization’s website at www.optimist.org.

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