



Event The Dempsey Challenge presented by Amgen

Date/Time Saturday, October 2, 2010 8 a.m. – 5 p.m.
 Sunday, October 3, 2010 7:30 a.m. – 5 p.m.

Location Simard-Payne Police Memorial Park
 46 Beech Street, Lewiston, Maine

Website www.dempseychallenge.org Event and volunteer registration available

Mission The Dempsey Challenge presented by Amgen is an annual international fundraising platform in Lewiston/Auburn, Maine which benefits The Patrick Dempsey Center for Cancer Hope & Healing at Central Maine Medical Center. The Dempsey Center provides free support, education and wellness services to cancer patients, survivors and caregivers.

Fundraising There is a \$150 minimum fundraising requirement for each participant 18 years and over.

Primary Events

10K (6.2 mile) run/walk and 5K (3.1 mile) run/walk	October 2
Kids' Fun Run presented by Hannaford	October 2
10, 25, 50 and 100 mile cycling tours	October 3
Amgen Breakaway from Cancer Survivor Walk	October 3

Ancillary Events Festival in the Park including Health and Wellness Expo, Vendor Fair, KidZone, food court, live entertainment, lobster bake (Oct. 3 only), health screenings, survivor walk and art workshop.

Registration Fees

Cycle	\$75 (Participants choose one of four distances)
Run/Walk	\$35 (Participants choose one of two distances)
Cycle and Run/Walk	\$100 (Participants choose one cycle distance and one run/walk distance)
Kids' Fun Run	Free

- Cycle registration fee includes a lobster bake. Run/walk registration includes the breakfast tent.
 - Run/Walk participants can purchase a ticket for the Sunday lobster bake by emailing info@dempseychallenge.org by September 24, 2010.

Notable participants Patrick Dempsey: Event namesake, actor, avid cyclist, Maine native

Social Media Facebook, Twitter and YouTube

Sponsors

Amgen	WMTW Channel 8	Sun Journal
Nassau Broadcasting	Down East Magazine	Specialized
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