



Team Gigi @ 2016 Hustle4Health

Today, Callum is 8 years old and he's excited about this year's Hustle4Health. When asked why he likes coming out each year to Hustle4Health, Callum said, "it's important to Hustle and remember my 'Gigi' (Callum's name for his Great Grandmother Edna) and spend time with my Grandma. Plus it's lots of fun to see all my family together!"



Anne Smith with Grandson Callum, & son Chris

For Anne Smith, the Hustle4Health is a family tradition combined with the opportunity to make a difference in the lives of others. She remembers her parents, and has a fun-filled day with her children and grandchildren. When asked why she and her family have come together to support Shalom Village, Anne said: "Everyone at Shalom Village works so hard to make my life better here. The least I can do is pitch-in to do my part in helping others."

Anne's son, Chris, also looks forward to the Hustle4Health. He enjoys the tradition, of bringing the entire family together. It's truly an opportunity to "support seniors and celebrate family."

More Hustle – Less Hassle!

This year we're making it easier than ever before for people to sign up, participate and create teams in the Hustle4Health!

Like Anne's family, many people come to participate in the Hustle as a group. This year we've created the Hustle4Health.ca website, to make it easier for you to:

- Create a Hustle Team
- Join a Hustle team
- Join the Hustle as an individual
- Invite friends & family to sponsor you, or join your team
- Share your Hustle hilarity on social media

*** Don't worry, if you still want to sign up and get your sponsors off-line, we are happy to provide you with the paper forms to do so! (see enclosed registration form)*

New this year...

Many people who participate in the Hustle4Health invite friends to sponsor their run and raise funds to help support the seniors who rely on Shalom Village. To thank you for your efforts, we will be refunding the registration fee to everyone who raises more than \$100.00.

Better Together!

Also new this year, is our custom team t-shirt offer. For teams of 4 who register before October 16th and raise \$500 or more, we will provide you with a custom team t-shirt.

Additionally, Teams of 5 or more registering on or before October 16th, can also get a custom team t-shirt if they raise \$750 or more.

Early Registration Bonus

This year we are offering a special bonus for individuals who register by October 2nd.

Individuals and teams who register before October 2nd, will be upgraded to receive a free "Tech-T-shirt". These shirts are made from top-of-the-line moisture wicking fabric. To take advantage of the upgrade, simply write SVUpgrade anywhere on the registration form.

About Shalom Village

In addition to the residents who call Shalom Village home in our Supportive Housing and Long Term Care Suites, Shalom Village serves hundreds of older adults and their family members from throughout the Hamilton Region and beyond.

Whether people are participating in our Goldie's and Goldies2Home Day Programs to enjoy activities with friends, visiting The Club Fitness Centre to stay in peak condition, or receiving rehabilitation support in our Convalescent Care program; Shalom Village aspires to make every day interesting and ensure everyone feels at home.



Sponsorships Available

We're also proud to announce that the Hamilton Spectator has returned as our media sponsor. This is great news for sponsors at the contender level and up, who commit to sponsoring the Hustle before October 9th, as your logo will be included on The Hamilton Spectator advertisements published on October 20th, 23rd, 27th and November 2nd and 3rd.

Sponsors enjoy many other outstanding benefits, including logo exposure on our website and mentions in our post-event newsletter. Contact us to discuss how Hustle4Health sponsorship can benefit your business.

Our residents, participants and family members, are grateful for the community support of local businesses.

For more information about sponsorship opportunities, contact:

Laurie Pringle, Director of Communications & Engagement
905-529-1613 X227
or via email at: Laurie.Pringle@ShalomVillage.ca

