



ONERUN - *One Survivor, One Day, One Hundred Kilometres* "FROM CHALLENGE TO TRIUMPH"

PMI SWOC Project of the Year

London, Ont. – The recipient of this year`s South Western Ontario Chapter of the PMI project of the year is ONERUN.

On June 25 this year, breast cancer survivor Theresa Carriere triumphantly completed a 100 km run from Sarnia to London in one day for a second year. Theresa is the inspiration behind ONERUN and along with her ONERUN team, managed to raise over \$200,000 in 2011, adding to a two year total of over\$380,000.

Led by Lore Wainwright, Program Manager for ONERUN, the team held more than 40 fund raising events, organized over 100 volunteers, visited almost 100 schools and over 34,000 students and reached into the business community for 37 sponsors. The ONERUN web site had over 11,000 visits in 2011 and had a consistent fan base of over 1,200 on facebook. Two weeks before the run day on June 25th a flyer drop campaign was organized in all homes and businesses on the run route between Sarnia and London.

This ambitious undertaking was a great success due largely to the fact that Lore teamed with project managers Jasna Mitchell for Fundraising, Christine Romard for the School Outreach program and Bonnie Tucker organizing the ONERUN celebrations on run day. A core team consisting of a sponsorship coordinator, finance prime and communication team supported all initiatives. The leadership and professionalism of the ONERUN team exceeded the goals established by the team.

The ONERUN project donated proceeds to the London Health Sciences Foundation`s Pamela Greenaway-Kohlmeir Translation Breast Cancer Research Unit and the Canadian Breast Cancer Foundation.

The South Western Ontario Chapter of the PMI congratulates The ONERUN Project on their most ambitious and noble undertaking and award them the Project of the Year award for 2011.

Background

After going for her routine physical in 2007, Theresa Carriere was diagnosed with breast cancer that resulted in a double mastectomy. She had no history of breast cancer in her family. Carriere is a personal trainer, fitness instructor and avid runner, and coaches the London Rambler`s Basketball Team along with her husband Bill Carriere. Bill and Theresa are the proud parents of four children, three daughters and one son. An integral part of her recovery was the desire to ensure that other families do not have to face breast cancer.