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**PRESS RELEASE**  
For Immediate Release

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## Plan Now to Join Sinai for "Stepping Up" Walkathon and Health Expo

**STOUGHTON, MA** — Would you like to enjoy a healthy activity while helping to support seniors in your community? If so, please plan to join many others who feel the same way at New England Sinai Hospital's **Stepping Up Walkathon on Sunday, September 30, 2007**. The walk, which begins and ends at the **Striar Jewish Community Center at 445 Central Street in Stoughton at 9:30 am**, will follow a 3.2 mile (or 5K) loop around the neighborhood. Residents of Stoughton and surrounding communities — Sharon, Canton, Easton, Foxboro, Braintree, Holbrook, Avon, Brockton, Randolph, Bridgewater, Walpole and others — are invited to participate.

You can't help but feel good when you participate in the Stepping Up, Walkathon, now in its fifth year. This event offers you a unique opportunity to get healthy exercise, spend time with friends and get to know other members of your community – all while helping a good cause! Funds raised provide scholarships for eligible participants who wish to attend Sinai's Adult Day Health Care Program but do not qualify for insurance coverage and cannot afford to personally pay the program fees. The Stepping Up Walkathon is presented by The Rotary Community Corps of Adult Day Health Program (RCCADHP) and Sinai. Through the hard work and efforts of the RCCADHP, almost 1100 scholarship days have been funded.

You can help raise funds for scholarships by asking family, friends, co-workers, neighbors and others to sponsor you. You can also invite friends to join you in walking and raising money or recruit others to form a team (call us for our Team Captain Registration Kit). Those who are unable to walk in the event, you can still sponsor another person or make a tax-deductible contribution. **For more information**, contact Deb Ribak at **781-297-1375**, at **dribak@nesinai.org** or **pre-register online** by going to [www.firstgiving.com/sinai](http://www.firstgiving.com/sinai).

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According to Bettyann McKenzie, Executive Director of the Sinai Foundation, the philanthropic arm of New England Sinai Hospital, “The Stepping Up Walkathon provides a wonderful opportunity for our local businesses and organizations to actively help us meet the health-care needs in the community.” She notes that the Walkathon makes a real difference to those receiving scholarships and their family members, and says, “Families enjoy peace of mind knowing their loved ones are being cared for at Sinai’s Adult Day Health Care Program, which has a reputation for being one of the most caring and well established in the area.”

In 2006, more than 100 participants, including sponsors, raised over \$25,000 for Adult Day Health Scholarships. In 2007, with increased participation, we hope to meet or exceed an ambitious goal of \$40,000. Participants can walk individually, in teams, become a sponsor or recommend sponsors who may be interested in participating. Business/Corporate Sponsorship levels: Gold - \$5000, Silver - \$2500, Bronze - \$1000, \$500 & \$250. **Business/Corporate sponsors can contact Sinai Foundation Executive Director, Bettyann McKenzie at 781-297-1328.**

After the Walkathon stay and attend Sinai’s **free Health & Fitness Expo at the Striar from 10 am to 2 pm**. There will be appearances by Violet the Clown, delicious ice cream from Crescent Ridge, free health screenings, exhibits on fitness and healthy living, and much more. The Expo is a collaborative effort between Sinai and Striar and is sponsored by Stop & Shop.

Founded in October of 2001, the New England Sinai Hospital Foundation is a separate, non-profit foundation whose mission is to inspire philanthropy to advance exceptional healthcare for patients at New England Sinai Hospital. Our objective is to utilize philanthropy to meet the health-care needs of New England Sinai's communities and preserve and expand the Hospital's programs and services in patient care and health education. For more information, contact Bettyann McKenzie at 781-297-1328 or [bmckenzie@nesinai.org](mailto:bmckenzie@nesinai.org).

New England Sinai Hospital is a 212-bed, non-sectarian, not-for-profit, long-term acute-care hospital with its main campus in Stoughton, MA and inpatient satellite units in Boston and Dorchester. Recognized as a regional leader in pulmonary, medically complex and acute rehabilitation care, Sinai also offers a wide range of outpatient programs and services. Sinai is a teaching affiliate of Tufts University School of Medicine.