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Redlands Daily Facts

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HELPING HANDS

Believe Walk to fight cancer

'Small-town event has evolved
into a community celebration'

By Kristina Hernandez

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REDLANDS » The eighth annual Believe Walk is just a week away.

Thousands are expected to head downtown on Sunday Oct. 4 to participate in the fundraiser for cancer-fighting organizations.

"This event is not only an inspirational and hopeful event; our goal is to create it to be a fundraising event so we can get more programs and services funded in the Inland Empire," said Nancy Negrete, executive director of Stater Bros. Charities, by phone Saturday. "We're able

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IF YOU GO

What: 8th annual Believe Walk

When: 8 a.m. Oct. 4

Where: Downtown Redlands, Orange and State streets

Admission: Registration starts at \$10

Information: believeinlandempire.com

Believe

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to give back to those programs and services because of their fundraising dollars and registration fees. This is made possible because of the community, and we want them to know they're a big part of this."

More than 10,000 participants brought in \$475,000 last year. It has raised more than \$2.5 million since its founding by Inland Women Fighting Cancer and Stater Bros. Charities in the mid-2000s.

Proceeds go toward testing, education and research for cancer cures. Recently, walk organizers donated \$125,000

to Redlands Community Hospital's Women's Health Imaging Center, Loma Linda University Medical Center, Michelle's Place in Temecula, OASIS of Southern California and St. Bernardine Medical Center in San Bernardino are among other beneficiaries.

"This small-town event has evolved into a community celebration," said Jack H. Brown, chairman and CEO of San Bernardino-based Stater Bros. Markets, in a news release. "We are espe-

cially proud that the money raised from the Believe Walk goes right back into the valued communities where our customers and employees live and work."

The Oct. 4 walk begins at 6:30 a.m. with registration and the Survivor Celebration at Ed Hales Park. Opening ceremonies begin at 7:45 a.m., followed by the walk at 8 a.m. Participants may register for a 5K or 10K route, and can do so at the event or online until Wednesday at believein-

landempire.com. Registration starts at \$10.

Pets are welcome and organizers will have "Bark and Believe" water stations on each route.

Festivities will conclude with a Believe Bash at the Redlands Bowl presented by Stater Bros.