



Grocery Headquarters Online

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Stater Bros. Charities Sponsors Walkathon

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by Richard Turcsik.

Stater Bros. Charities and Inland Women Fighting Cancer will sponsor the eighth-annual Believe Walk. The pet-friendly walk will take place on Oct. 4 in historic downtown Redlands, Calif., rain or shine. Walkers can participate in either a 5K or 10K route, and event festivities will include a Survivor Celebration area, "Bark and Believe" stations for pets and will conclude with the "Believe Bash" celebration at the Redlands Bowl.

"This small town event has evolved into a community celebration," says Jack H. Brown, Chairman and CEO for Stater Bros. Markets., based in San Bernardino, Calif. "We are especially proud that the money raised from the Believe Walk goes right back into the valued communities where our customers and employees live and work," Brown says.

Registration will begin at 6:30 a.m., with a Survivor Celebration taking place from 6:30 a.m.–7:45 a.m. at Ed Hales Park. A short program will be held at 7:45 a.m., and the walk begins at 8 a.m.

Stater Bros. and its supplier friends are major sponsors of this event, and their support makes it possible for 100 percent of the walker registration fees to go directly to local cancer fighting organizations. In addition, the post-event Believe Bash at the historic Redlands Bowl is presented by Stater Bros. Markets.

The Believe Walk has funded over \$2.5 million to local cancer fighting organizations. Past recipients include the Loma Linda University Cancer Center, St. Bernardine Medical Center in San Bernardino, Redlands Community Hospital, Michelle's Place in Temecula Valley, OASIS of Southern California, The Beloved Foundation, The Pink Ribbon Place in Riverside and Mountains Community Hospital.

"The level of community support for the Believe Walk has been amazing," says Nancy Varner, co-Founder of the Inland Women Fighting Cancer Committee. "It's so exciting to see how all aspects of the community have come together for one cause, to fight cancer."

Online registration closes Sept. 30 or at 10,000 participants. For more information go to BelieveIE.com.

<http://www.groceryheadquarters.com/2015/09/stater-bros-charities-sponsors-walkathon/>