

## Colourful participants 'dye' at unique fundraising event

By Mark Pavilons

Life may imitate art, but earlier this month at Albion Hills, participants in a unique fundraiser literally became part of the canvas. A sea of participants attended the Run or Dye event at Albion Hills Conservation Area, raising money for cancer research. Participants ran, walked or danced through the five-kilometre course, being pelted every kilometre by powdered dye. As they crossed the finish line, they blended together and became part of a 'colourstorm' at the finish festival. Run or Dye is designed for everyone, from amateurs to experienced runners. As a non-profit company, some of their core values are service, leadership, and giving back to the community. They provide their non-profit partners with financial donations, embedded giving opportunities for a fun and profitable fundraiser, publicity and visibility at events, and more. This year, Run or Dye partnered with the Canadian Cancer Society.



Local participants included Alexandra Simonetta, Jade Samaniego, Kaitlyn Hesketh, Erica Malascalza, Lexie Hesketh-Pavilons and Daniella Malascalza.