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Take a Step to Cure Parkinson's Disease

The 2010 Helen Gold Run/Walk will feature a 5K walk/run, 10K run and Kids' Fun Run

Overland Park, Kan. (Aug. 4, 2010) – The Helen Gold Run/Walk, the largest contributor to Parkinson's Disease research in Kansas City, is back for its ninth year. The race will take place on Saturday, Sept. 11, at The Fountains Shopping Center in Overland Park, Kan. Those looking for a chance to help find a cure and end this debilitating neurological disorder can register now at helengold5k.com.

The Helen Gold Run/Walk offers a variety of ways to participate. In addition to the traditional 5K run/walk, there's also a 10K run for those participants looking for something more challenging. Families with children are also invited to join the "Fun Run," the distance of which varies depending on the age group.

"This year, more so than ever, we need people's support and efforts to end this disease," said Ron Gold, Fountains Shopping Center co-owner and president of G-K Development Company. "The economy is down, but we're hopeful that this cause is close to the hearts of many, and we'll have another successful event." The race is named for Ron's mother who fought the disease for 25 years.

Today, more than 1.5 million people are living with Parkinson's Disease. The four main symptoms are shaking, muscle stiffness, slow movement and lack of balance. People living with Parkinson's Disease continuously struggle with common tasks like drinking from a coffee mug, buttoning a shirt and tying shoes.

Gross proceeds from funds raised at the Helen Gold Run/Walk are donated to the Parkinson's Disease Research Center at KU Medical Center. To date, the Helen Gold Run/Walk has raised more than \$250,000. The Helen Gold Run/Walk has funded numerous research projects throughout the year to assist in our ultimate goal, which is to find a cure for Parkinson's Disease.

Registration forms are available through helengold5k.com, enter2run.com and at the New Balance store in The Fountains Shopping Center.

An awards ceremony will follow the race at 9:30 a.m. First place overall male and female finishers in both the 5K and 10K will each win \$100 cash and a New Balance store gift certificate. Second place overall male and female finishers in both the 5K and 10K will each win \$50 cash and a New Balance store gift certificate. \$100 bonus will go to the overall top male and female finishers who beat the course record.

About the Helen Gold Run/Walk

The Helen Gold Run/Walk started in 2002 when Ron Gold was approached about sponsoring a race to raise funds for the Parkinson's Disease Research Center at KU Medical Center. Ron had an interest in Parkinson's research because he just lost his mother, Helen, to the disease in March 2002. The Helen Gold Run/Walk is now in its ninth year and has raised more than \$250,000 for Parkinson's research.

**Note to media: To schedule an interview with Ron Gold or Dr. Rajesh Pahwa from KU Medical Center, or a local participant, please contact Jill Masson at 816.423.6146, jmasson@barkleyus.com, or Steve Wujek at 816.423.6214, swujek@barkleyus.com. For more information, visit helengold5k.com.