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### **For Immediate Release**

DATE: October 6, 2009  
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## **14th Annual Run for Hospice Helps Families Heal Through Remembrance**

**Rochester, N.Y.** – While the 14<sup>th</sup> Annual Run for Hospice is one of the top road races in Upstate New York – this year’s autumnal run slated for Saturday, October 17, 2009 at Grace & Truth Sports Park, 373 North Greece Rd., Hilton – it is also a day when families and friends gather to remember loved ones who in their final days were cared for by hospice staff and volunteers.

Peter Van Peurse, Run for Hospice event director, has worked tirelessly for the past 14 years since his family relied on the services of Visiting Nurse Hospice through the final stages of his mother’s life to create one of the top athletic and family-focused events in the area, offering something for everyone – all in memory of his mom Helen Van Peurse. He was deeply touched by the support the hospice staff provided, and felt an event like this would be a fitting tribute to his mother and a way to thank and recognize those involved in her end-of-life care. As his appreciation grew, so too did the event.

Today, the Run for Hospice draws top regional, national and international athletes. Families turn out to participate in remembrance of their loved ones. Volunteers provide support all year long or just the day of the Run. And Van Peurse uses the hectic, nearly sleepless days approaching the Run to reflect on why he does it.

“I really put on the event for three main reasons,” noted Van Peurse. “I see it as a way to honor my mother’s memory every year – she was a wonderful person, a very loving mother and grandmother, and she was my best friend. Secondly, I want this race to benefit the wonderful organization that took such

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tremendous care of Mom during the last six months of her life, raising as much money as possible each year so that Visiting Nurse Hospice can continue to care for their patients the same way they cared for Mom back in 1995. Lastly, the Rochester running community is a very close-knit group of people and I really want to provide them with a special race that they're proud to be a part of and look forward to all year." Donations raised in 1996 equaled \$2,000; funds raised in 2008 reached \$33,000. In all, \$318,000 has been donated to Visiting Nurse Hospice.

Several levels of competition are available for runners and walkers, including the Jim Dalberth Sporting Goods 10-Miler (8:45 start time), the 5K Road Race and 5K Fitness Walk (9 a.m.); the 5K Wheelchair Division (8:55 a.m.); and the Upstate HomeCare Children's Fun Run (10 a.m.). Prizes and awards total more than \$15,000 this year.

Entry fee postmarked prior to race day is \$21; day of the race fee is \$25 (free custom designed Run t-shirt for the first 1,500 registrants); and \$5 for the Children's Fun Run (t-shirts not included). The excitement continues after the run at the best post-race party around. Non-race guests are welcomed for a \$5 fee per person. Attendees will enjoy great food and fun, and will be eligible to win hundreds of raffle prizes worth thousands of dollars.

Visit the Run for Hospice website at [www.runforhospice.com](http://www.runforhospice.com), to register online. For more information, contact Van Peurseem at 585-594-4197, via e-mail at [Pete@runforhospice.com](mailto:Pete@runforhospice.com).

Visiting Nurse Service of Rochester and Monroe County, Inc. (VNS) is a not-for-profit, Medicare-certified home health care agency. Licensed by the State of New York, VNS has been providing quality care since 1919. As the largest full-service home health provider in the Rochester area, VNS conducts more than 600,000 visits to 13,000 patients annually. VNS is a member of the Home Care Association of New York State, Inc., and the National Association for Home Care.

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