



National Charity Challenges Townsville to Be Heroes

"I've always been afraid of public humiliation," says Townsville's Ren Pedersen. He's not alone. But this October, he'll confront his fears at the Achieve Group's Corporate Outrigger Day, as part of The Cure Starts Now Foundation's 2010 Hero Challenge in an effort to raise funds for paediatric brain cancer.



"Our children are our heroes," Ren notes. "I figured that if they can fight cancer on a daily basis, I too could challenge myself." He should know. His inspiration is his daughter, **Amy**, age 9, who passed away from paediatric brain cancer in 2009 after accomplishing a list of truly memorable experiences. Amy's story is very similar to Elena Desserich's **New York Times Bestselling Book, "Notes Left Behind"** proceeds from which also benefits the charity. Ren is also the Director of **The Cure Starts Now Inc**, Townsville's own independent Aussie arm of an international crusade that has raised nearly **half a million dollars for paediatric brain cancer research**. "Other than through raising funds for cancer research through The Cure Starts Now, it is the very best way I know how to honour our children," adds Ren.

Nationwide, Ren is joined by countless individuals, family and friends that are confronting fears, running marathons or accomplishing the impossible in the name of children everywhere this October as part of The Cure Starts Now annual giving campaign. Their mission is to raise awareness for these children and to fund additional research for paediatric cancer, a form of cancer that most experts regard as one of the best hopes for a universal, or "homerun" cure for all cancers, both adult and paediatric. **It is a revolutionary approach to cancer research that is gaining not only ground but hundreds of followers nationwide.** And it will be successful.

In pursuit of his goal, Ren and a number of high profile Townsville identities will be up to the challenge on October 24, 2010 by squeezing into the most unusual race attire and embarrassing themselves publicly for this special cause. "I hope the water's not too cold, it could look unsightly!" says Ren, "But if it allows me to raise just one dollar more for The Cure Starts Now, it's worth it."

For more information, please contact us below.

Contact Information and Interview Requests

Ren Pedersen
Ph 0413318425

ren@thecurestartsnow.org