



Press Release

New and Improved – Kms for Care Launches Again to Support Community Care

September 9th, 2020 (City and County of Peterborough)

Throughout the pandemic, Community Care never stopped serving the communities of Peterborough County and didn't miss a day of service to clients.

"We adapted and thanks to our staff and volunteers we never stopped supporting our clients and the most vulnerable to remain independent in their homes during this uncertain time," said Danielle Belair – Executive Director – Community Care. "In fact, we ramped up many of our services to meet the surge of need."

Now, Community Care is asking the community to support them by participating in Kms for Care.

"We have dusted off our Kms for Care event and made it new, improved, and COVID friendly," said Alicia Vandine – Donor Relations and Communications Lead – Community Care. "In the past, Kms for Care was a formalized run in Ennismore or Peterborough. Participants would gather in a central space and run along a planned route there. For 2020, we have revamped it to be more inclusive and we are asking participants to do any activity that they love to do, sometime in the month of October, in their own community with people in their social bubble and support Community Care by gathering pledges."

With a minimum per person registration fee of \$30, participants can do an activity on their own or they can create a team and start gathering pledges for doing an activity that they love in October. Community Care will provide each participant with a T-shirt.

"You can walk, jog, exercise, bike, golf, yoga, or whatever activity you love to do," said Belair. "You can choose a day, do it for a week or do a challenge throughout the month. Personally, I am doing a plank challenge for the month, others are doing walks with their friends and family. We also know a group that is organizing a golf day and clocking some kilometres for us playing golf."

You can gather pledges using paper pledge forms or you can set up your own fundraising page or create a team of friends or family online using Community Care's secure Canada Helps account.

"Creating an online page for you or your team will allow you to send out your own link via email or through your social media accounts to people you know and all the dollars you raise can be directed to the community of your choice," added Vandine.

October is Community Support Month and Community Care never stopped, always going the extra kilometre for the community – will you do a kilometre for them?

For more information or to get registered visit - www.commcareptbo.org

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