



BREATHE
CALIFORNIA
of the Bay Area



DATE: October 2, 2017
FOR IMMEDIATE RELEASE

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Join the Annual Breath of Life Walk in the Heart of Fremont

SAN JOSE, CA – The Breath of Life Walk (BOLW), is a 2.3 mile walk/run through the heart of Fremont, Central Park – Lake Elizabeth. This family-friendly event will take place on Make a Difference Day Saturday, October 28, 2017 from 10 AM – 1 PM. BOLW starts at Lions 1 picnic area in Central Park – Lake Elizabeth and is hosted by Breathe California of the Bay Area (BCBA) supporting those who suffer from lung diseases.

100% of the funds raised from the BOLW will remain here in the Bay Area to help fund BCBA's programs: Asthma Education and Empowerment, Tobacco Education and Advocacy, Sleep Safe Program, Environmental Stewardship, and Seniors Program. These funds will allow BCBA to assist those suffering from lung disease/lung cancer now, help prevent new cases of lung disease/lung cancer in the future, and promote lung health research.

Running enthusiasts and all BCBA supporters are invited to participate in BOLW to raise funds and awareness for the fight against lung disease. As in previous years, participants are encouraged to form a team, bring together friends and family members to challenge themselves to complete the course, and raise additional funds.

Registration is available online at www.breathebayarea.org, or by calling (408) 998-5865. Cost to participate is \$25.

By taking part in the BOLW you can help BCBA:

- Improve air quality to ensure that residents can breathe easier;
- Provide support to sleep apnea patients with CPAP equipment and supplies;
- Offer education and resources to reduce asthma-related deaths & raise awareness;
- Prevent addiction to tobacco and offer assistance to smokers trying to quit.

Supporters don't have to live in the Bay Area to participate in the BOLW. Anyone can be a virtual walker/runner and/or complete a 2.3 mile course in their hometown.

BOLW 2017 sponsors include PG&E, Mission Bell, Interface Analysis Associates, and Honda of Stevens Creek.

For the second year on Make a Difference Day, "Healthy Communities at Fremont Central Park" project will have nonprofits join in sharing their services and network while fundraising for their respective causes.

Visit <http://www.breathebayarea.org/breath-of-life-walk.html> for more information on the BOLW, volunteer opportunities, registration or becoming a sponsor.

About Breathe California of the Bay Area

As the local lung health leader since 1911 in San Jose, BCBA is dedicated to fighting lung disease through empowerment, prevention, education, patient support, research, and advocacy. BCBA envisions a world that promotes healthy lungs and a healthy environment. BCBA believes in leadership through passion, integrity, excellence, accountability, and fiscal/social responsibility.

About Make a Difference Day

On October 28th, volunteers in collaboration with nonprofit organizations unite for Make a Difference Day, one of the largest annual single-day of service nationwide. This is an opportunity to increase awareness and to network with each other while fundraising for respective causes.

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