



FOR IMMEDIATE RELEASE  
May 11, 2006

**Media Advisory/Photo Opportunity**

**Canada's biggest, most meaningful hug this Mother's Day at SickKids**

TORONTO – This Mother's Day, Sunday, May 14, media are invited to attend Meagan's Walk, a unique event which begins at Ontario Place and culminates with a human hug as over 2,000 participants link arms and embrace The Hospital for Sick Children (SickKids).

*Meagan's Walk: Creating a Circle of Hope* was initiated in 2001 by Denise Bebenek after her five-year-old daughter, Meagan, passed away from a terminal brain tumour. Denise began the Walk to honour her daughter and raise awareness and funds for paediatric brain tumour research in Canada. To date, over \$600,000 has been raised.

The Walk begins at 10 a.m. at Ontario Place and participants are expected to begin forming the hug at 11:30 a.m. Media are encouraged to come directly to SickKids to witness the hug. The hug is a symbol of strength and support for all the children and families fighting illnesses within SickKids and beyond.

**What:** *Meagan's Walk: Creating a Circle of Hope*  
A five-kilometre Walk beginning at Ontario Place and ending with a human hug at SickKids

**When:** Sunday, May 14, 2006  
10 a.m. Ribbon cutting and Walk start at Ontario Place, East entrance  
11:30 a.m. Participants arrive at SickKids and begin to form hug around hospital  
12 p.m. Closing remarks and speeches  
12:30 p.m. Street party on Elm St.

**Where:** The Hospital for Sick Children, 555 University Ave – corner of Elm St.

**Photo Opportunity:**

There is an opportunity for a limited group of photographers to take aerial photos of participants in the hug from the helipad on the roof of SickKids. Weather permitting. Please call ahead to reserve spot.

**Interview Opportunity:**

Denise Bebenek, Meagan's mother and founder of Meagan's Walk  
Dr. Eric Bouffet, Neuro Oncologist, SickKids; Meagan's former doctor

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**For further information or to schedule an interview, please contact:**

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