FIESTA 5K/15K CHALLENGE DRAWS 700 RUNNERS FOR ALS AWARENESS

Event Raises $30,000 for the Emory ALS Center

Cumming, GA, May 6, 2014—700 runners and a crowd of over 1200 came together to “get LOCO” for ALS at the 8th Annual FIESTA 5k/15k Challenge on Saturday. The event was held at the Forsyth Conference Center on the campus of Lanier Technical College in Cumming, and raised $30,000 for the Emory ALS Center in Atlanta.

Overall winners in the 15k distance were Paul Koster (1:03:35) and Shelley Elliott. In the 5k distance the overall winners were Jon Hager (16:21) and Holly Jimenez (19:12). A Fun Run was also held where 40 participants, young and old, ran around the Lanier Tech campus.

Sponsors for the event included Control Southern, Inc., Star 94/790 The Zone, HisGrip Homecare, Community & Southern Bank, Georgia Highlands Medical Services, Penta Ultra Purified Water, MECO, Children’s Healthcare of Atlanta, Mellow Mushroom, and more. Music and big sombreros added to the Fiesta atmosphere for a morning of great family fun.

May is ALS Awareness Month and the nonprofit organization, Cure for ALS, hosts the FIESTA 5k/15k Challenge each year on the first Saturday in May to begin the month long advocacy campaign. ALS (Amyotrophic Lateral Sclerosis) is a universally fatal neuromuscular disease that can strike anyone without warning. The average life span after diagnosis is only 2-5 years. It takes away the ability to move, speak, swallow, and ultimately breathe. There are approximately 30,000 people in the U.S. are living with ALS; over 500 are in Georgia.

The Emory ALS Center is one of the largest clinical centers for ALS in the United States. The team of neurologists, neurosurgeons, nurses, therapists, and dieticians care for both the physical and emotional
needs of our patients and their families, while scientists and researchers work in the laboratory to discover how to stop the disease. The focus is on independence and quality of life through state-of-the-art intervention. For more information about the Emory ALS Center visit www.als.emory.edu.

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