



## **Heroes for Children Event Chairs Have Hearts of Gold 5K & Fun Run Event Chairs Support Families and Children Battling Cancer**

DALLAS— [Heroes for Children](#) (HFC), a nonprofit that provides social and financial assistance to families with children battling cancer, honors families and their children with the help of this year's [Heart of Gold 5K & Fun Run](#) co-chairs, Ed and Linda Kelly and Matthew and Tracie Reiter. Olympic gold medalist Jeremy Wariner will lend his support as honorary co-chair.

These co-chairs plan to make Heroes for Children's 5K & Fun Run the most impactful year yet. With a goal to engage 1,500 participants, the Heart of Gold event could break records for HFC.

The money this event raises will go towards HFC families, funding anything from a gas bill or mortgage payment to medical expenses or childcare. HFC aims to provide some relief to the stress placed on families during their child's battle with cancer. Events like the 5K allow HFC to further its mission.

"I love the 5K because it allows those families we serve to participate," says Tracie Reiter, who has been working with HFC for more than eight years. "It's a great place to meet the kids and get to know them and their families. It's always a little bittersweet as you celebrate with those who are in remission or just well enough to be there, but there are also several families walking in memory of a beautiful child they lost to cancer."

Linda Kelly has been helping HFC achieve its mission for seven years. Her experience with the Methodist Richardson Hospital made Linda a perfect fit to serve on HFC's advisory board and now co-chair the Heart of Gold 5K & Fun Run.

"I feel very passionate about children," Linda says, "and certainly compassionate about the families having to experience this hardship. I wanted to help these families balance life with all of the demands and needs they face daily during a cancer diagnosis."

A co-chair favorite and signature feature of the event is the balloon release. Both Linda and Tracie mentioned the impact the balloon release has on the event's participants.

"Each yellow balloon represents a child we helped the previous year, and the two red balloons represent the daughters of our founders," Tracie explains. "I'm thankful that we

can help so many families, but it's also a realization just how many children are affected by this disease.”

Another reason this year’s 5K will be memorable is Jeremy Wariner, Olympic track gold medalist. He is this year’s honorary co-chair and has been involved with HFC for almost three years.

“The Heart of Gold 5K & Fun Run is special to me because I love to run and these families all come together for the 5K,” says Jeremy. “My favorite part is seeing everyone come together and share their stories and what they are going through. Everyone is there to help one another. It's not just about one person. It's about the whole community.”

All of the chairs have been working diligently to make this year’s event a success. The Heart of Gold 5K & Fun Run is scheduled for Saturday, Sept. 26, 2015, at [The Plaza at Galatyn Park](#) in Richardson. [Registration](#) is open for children and adult participants. This year’s event also has a virtual runner option for those unable to attend but who wish to support HFC.

Entertainment will include a DJ and children’s Adventure Zone in addition to the balloon release ceremony and 5K race and Fun Run.

#### **About Heroes for Children**

Heroes for Children is a unique non-profit organization that provides social and financial assistance to families whose child is battling cancer. Since 2005, Heroes for Children has helped alleviate families’ worries, giving them comfort and a brief respite from the everyday challenges of fighting cancer and care giving. Since its inception, more than \$5 million has been given to 4,200 families in need. To learn more about Heroes for Children, please visit <http://www.heroesforchildren.org>.

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