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The Prouty to Celebrate 20th Anniversary of Walking Events with Special Fundraising Challenge

*Byrne Foundation challenge could raise up to
\$15,000 in additional funds for the fight against cancer.*

Hanover, N.H. (May XX, 2012) – [The 2012 Prouty Bike, Walk and Row Against Cancer](#) is celebrating the 20th anniversary of the addition of walking routes by encouraging the community to take advantage of a local organization's challenge donation.

In addition to its already generous donation of \$100,000, the Jack & Dorothy Byrne Foundation has pledged to donate another \$50 for each Prouty walker over last year's total of 1,400. If The Prouty is able to bring in 300 more walkers, an extra \$15,000 would be raised for [cancer research and patient services](#) at the Dartmouth-Hitchcock Norris Cotton Cancer Center.

For the Foundation's namesakes, the challenge is an opportunity to increase its support of The Prouty while simultaneously promoting healthy activity and community spirit.

"Jack and I founded the Byrne Foundation in part to have an impact on this community, and we are always looking for ways to help the community help itself," said Dorothy Byrne. "We've been supporting The Prouty, now, for nine years. This year we're pleased to add to our funding by offering a matching donation to help more walkers discover that they can do something to fight cancer and help the community at the same time. That way, we all win."

The addition of walking in 1992 to what was a cycling-only event is a significant milestone in the history of one of New England's largest fundraisers. By offering people who weren't comfortable biking a way to participate in the event, Prouty producers helped pave the way for the exponential increases in participants that The Prouty has experienced over the years.

“Cancer is not exclusive and neither is The Prouty,” said Judy Csatari, the chair of The Prouty walk committee. “The whole idea behind The Prouty is harnessing community togetherness in the fight against cancer. People have different ways of contributing, whether it be through cycling, walking, and now, rowing, and it’s important to appeal to people of varied interests and talents.”

Beyond raising money, event organizers will mark the walk anniversary with a number of changes designed to enhance the walking experience:

- Walkers will return to The Prouty headquarters on their own red carpeted, walkers-only lane under the balloon arch;
- A new “celebrity walker” will offer people the chance to walk the 3k Audrey’s Walk with Mark Israel, M.D., an honorary Prouty co-chair and the Cancer Center’s director for the past 10 years;
- For the first time ever, residential- and wooded-route walkers will begin and end their walks on the same route, a move that organizers hope will increase the level of interaction and camaraderie between the two groups; and,
- A special Prouty Totem Pole that will give large groups of walkers a place to gather before embarking on their routes.

Taking place July 13 and 14, in and around Hanover, N.H., the 31st Annual Prouty will look to add \$2.75 million to the more than \$14.5 million dollars it has raised since it began in 1982. Close to 5,000 cyclists, walkers and rowers, and nearly 1,200 volunteers are expected to participate and registration has already begun at www.TheProuty.org. Although bikers and rowers must register by July 11, walkers can register on the actual day of The Prouty.

Hosted by the Friends of the Norris Cotton Cancer Center and presented by the Jack & Dorothy Byrne Foundation, The Prouty raises funds for world-class [research](#), state-of-the-art equipment, critical education programs, and innovative [clinical trials](#) that affect the lives of cancer patients around the world. These dollars also fund quality-of-life patient services such as massage, writing-for-healing workshops, [support groups](#), and patient libraries. The Dartmouth-Hitchcock Norris Cotton Cancer Center is one of only 40 federally designated [comprehensive cancer centers](#) in the country and the only one in northern New England.

The Prouty History

The Prouty was started in 1982 by four Dartmouth-Hitchcock Norris Cotton Cancer Center nurses whose patient, Audrey Prouty, of Warren, N.H., fought ovarian cancer for nine years. "It was the sight of Audrey facing her cancer every day with such incredible courage that inspired us to challenge ourselves with a 100-mile ride," said Patti Carney, one of those four nurses. That first year they raised \$4,000. Since then, the event has raised more than \$14.5 million.

About Dartmouth-Hitchcock Norris Cotton Cancer Center

The Dartmouth-Hitchcock Norris Cotton Cancer Center combines advanced cancer research at Dartmouth College and Geisel School of Medicine with patient-centered cancer care provided at Dartmouth-Hitchcock Medical Center, at Dartmouth-Hitchcock regional locations in Manchester, Nashua and Keene, N.H., and St. Johnsbury, Vt., and at 12 partner hospitals throughout New Hampshire and Vermont. It is recognized and designated by the National Cancer Institute for its breadth and depth as one of just 40 Comprehensive Cancer Centers in the U.S. Learn more about Dartmouth-Hitchcock Norris Cotton Cancer Center research, programs, and clinical trials online at cancer.dartmouth.edu.

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