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**MEDIA ADVISORY**



San Diego, CA, February, 2008- Join us at the **CALIFORNIA LIVER WALK ON MAY 10, 2008** at 7:30 A.M. for a fabulous private safari as Walkers stroll through the world famous San Diego Zoo to benefit the American Liver Foundation (ALF). This is the 9th year for this one-of-a-kind Zoo Walk, and previous Walkers are revved up and ready to hike alongside the animals for a great cause. There will be fun for everyone including the after party with activities for children and adults, ongoing entertainment, drawings, awards, and refreshments.

**THE REGISTRATION FEE** is **\$30** for adults and **\$20** for children (ages 2-14), until March 30, 2008. After March 30, 2008 the price will increase by five dollars for adults and children. Participants may choose from the 5K Walk/Run or 1.5 Turtle Walk. Check in is from 6:30 to 7:00 am at the San Diego War Memorial Building (north side of the Zoo parking lot) and the walk/run starts at 7:30 am. (sharp).

For those interested in starting up their own fundraising teams, there are prizes for the first three team leaders who reach the \$10,000, \$5,000, and \$2,500 fundraising marks this year (*only one prize will be given per team leader*). Any one can form a team and have their own team web page simply call us at (619) 291-5483 today to get started today or go to <http://www.active.com/donate/caliverwalk08>. Once you have your webpage simply invite family, and friends to sponsor you by making a donation to the **AMERICAN LIVER FOUNDATION** and they can also register to walk with you.

Proceeds from the event benefit the American Liver Foundation, a national voluntary health organization. The ALF directs an outstanding 82% of monies raised towards their mission to promote liver wellness and to prevent, treat and cure hepatitis and liver disease through research, education and advocacy. For more information about the ALF please visit us at [www.liverfoundation.org](http://www.liverfoundation.org).

On behalf of the 1 in 10 Americans afflicted with liver disease, thank you for your time. If you should have any questions or need more information, please do not hesitate to call the American Liver Foundation at (619) 291-5483 or email us at [KLuton@liverfoundation.org](mailto:KLuton@liverfoundation.org).

**SO LACE UP YOUR SHOES AND LET'S GET GOING!**

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