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**THE LET IT BE
FOUNDATION**



Press Release

FOR IMMEDIATE RELEASE

LOCAL NON-PROFIT ANTICIPATES OVER 1000 PARTICIPANTS AND VOLUNTEERS AT ANNUAL 5K

The Let It Be Foundation Prepares for their 5th Annual 5K Plus Walk-Run to Benefit Currently Supported Families

CHINO, CA, Apr. 4: “Who’s On Your Team?” is the slogan for The Let It Be Foundation’s fifth annual 5K Plus Walk-Run, scheduled for Saturday, May 7 at Chino Hills High School. Last year’s event attracted over 1,000 participants and volunteers with all proceeds benefitting the foundation’s goal of providing support for local families with children diagnosed with a life-threatening medical condition. Participants of this annual event come from all segments of the community to show their support for current Let It Be families, Let It Be kids in remission or to honor those who have passed.

The event will begin at 7:30 a.m. and will end with a pancake and omelet breakfast for all participants. The route will cover trails and roads in the southern section of Chino Hills and near Chino Hills State Park. This is a non-timed event yet challenging for those who take it seriously. The event is supported by the City of Chino Hills and is open to individuals and groups of all ages. An increase in the number of participants is expected for this year’s event especially with the organization celebrating its fifth anniversary this June.

“Last year’s 5K Plus Walk-Run saw a rise in participants creating their own teams. Participating in our 5K as a team is a fun and healthy way to gather your friends, family and co-workers to support a great cause!” said Julie Dyas, 5K Plus Walk-Run committee co-chair. “The more people we can encourage to join, the more families we can help.”

To date, the foundation has provided 30 families with support in various areas while their child is going through treatment. Support is given to qualified families because of the impact that a child’s illness can have on the entire family dynamic and not solely due to financial need. The everyday activities become a great challenge and

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the organization takes a more holistic approach to support these families on a monthly basis. Some support products and services have included: home maintenance, groceries, clothing, school supplies, and transportation assistance.

About The Let It Be Foundation

The Let It Be Foundation (<http://www.theletitbefoundation.com>) is a 501 (c)(3) non-profit organization that provides support to Southern California families whose child is diagnosed with a life-threatening medical condition. The focus is providing individualized aide to meet the needs of the family – thereby restoring the sense of normalcy in the home environment while the child is in treatment.

Established in 2006, the foundation was inspired by Karla Asch-Rosen, who was diagnosed with inoperable brain cancer. Her heartfelt desire was to "just be normal" and share her faith with others. The foundation's mission reflects the life-changing impact that illness can have on the family dynamic.

In 2010, Major League Baseball and PEOPLE Magazine recognized The Let It Be Foundation as an "All Star Among Us" to honor the work and commit of foundation President and Co-founder, Ruthe Rosen.

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