



FOR IMMEDIATE RELEASE – May 2, 2010

STEPS FOR LIFE RAISES MORE THAN \$10,000
Hundreds walk for victims of workplace tragedy

WINNIPEG – More than \$10,000 was raised in honour of victims of workplace tragedies this morning at the 2nd Annual Steps for Life Walk.

Some 300 people braved cold, wet weather for the walk, proceeds of which will all go to Threads of Life – the national advocacy and support organization that aims to reduce the impact of workplace tragedy on its victims.

“The weather didn’t do anything to deter those who realize what an important cause this is,” says Mike Waite, President and CEO of Safety Services Manitoba, one of the local event hosts. “Every penny raised will directly impact someone whose life has been changed by workplace tragedy. That’s such an important support system for those who often feel helpless and alone when a loved one is killed or seriously injured on the job.”

Tami Helgeson and her family walked in memory of her son Eric, who was killed on the job in Winnipeg 11 years ago. She says they were all overwhelmed by the support shown today.

“I truly did feel alone after Eric was killed,” she says. “And then I found Threads of Life. Today, more people know the program exists and every person who walked not only helped fund programs that help victims like us, but also helped raise awareness of the importance of workplace safety.”

Approximately three Canadians died every day as a result of workplace injuries and illness in 2009. Threads of Life funds many programs for victims of victims’ families, including family support programs, peer support, links to community support services, advisory support for investigations, and inquests and injury prevention and awareness initiatives.

Steps for Life took place in 28 communities across Canada. In 2009, 14 communities raised more than \$158,000.

- 30 -

For Winnipeg media enquiries and requests, please contact:

Julie Horbal – ChangeMakers Marketing Communications
204.927.2896 (o)
204.771.3793 (m)
julie@changemakers.ca

For Threads of Life national media enquiries, please contact:

Sian Gibson – Threads of Life
905-655-9188 (o)
647-222-9188 (m)
sgibson@threadsoflife.ca