Quaker Oats

News Release

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**Minnesota Native Walks to Encourage Others to Get Involved**

MANKATO, Minn. – Minnesota native, Marti Ames, will walk from Rochester to Grand Portage in the Quaker Oats Walk to encourage people of all ages to get active, both physically and philanthropically.

The Quaker Oats Walk 2010 is a brand new initiative aimed to get Minnesotans walking in 2010 and raise millions of dollars for hundreds of charities in the process.

Ames, 34, will be walking between March 4 and March 28 to raise money for AIDS research, but she wants others to do walk for their own charities or communities—and the spirit has already spread. To date, she has raised over $14 million for AIDS research.

Award winning WQQB-TV anchor, Eric Kelly, has signed up for the Quaker Oats Walk with WQQB-TV to raise money and awareness for the American Heart Association.

“I’ll be getting into training shortly along with my colleagues here at WQQB,” Kelly said. “ We hope viewers will join us to help raise much needed funds for charities of their choice.”

The station will be following Ames’s progress and recruit local heroes to carry the event baton around the 10K event.

It is free for members of the public to enter a series of 10K walking events to raise money for their charities of choice. To register, go online at quakeroatswalk@gofoods.org or by call 319-783-5088.

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