



For Immediate Release

## **Sorrentino's Garlic Festival raises \$200,000 for Prostate Health Campaign**

**Edmonton, Alberta, April 30, 2010** - A major fundraising effort by three health foundations called the Campaign for Prostate Health was given another financial shot in the arm after Sorrentino's Restaurant Group announced that more than \$200,000 was raised at this year's Garlic Stomp and Big Garlic Night.

Both signature events were held during the annual Garlic Festival, a month-long celebration and homage to Sorrentino's restaurants' number one cooking ingredient. For the fourth straight year, the festival, organized annually by restaurateurs Carmelo and Stella Rago and the Saccomanno Family, was a major fundraiser for the largest men's health campaign in central and northern Alberta's history - the Campaign for Prostate Health, led by volunteers from the Alberta Cancer Foundation, Royal Alexandra Hospital Foundation, and University Hospital Foundation.

"We're thrilled that our event has raised an additional \$200,000 for the **Campaign for Prostate Health**. Obviously a lot of people contributed to the success of this event and we want to thank them. This campaign has captured the attention of our city and a lot of people are getting behind it — this was evident by the sold out event," says Carmelo.

Sponsorship plays a huge role in the annual Garlic Stomp event and according to Carmelo and Stella, this year's title sponsor, B&B Demolition, owned by Bill and Grace Knight, was a major reason for this year's success.

"We owe this company a huge thank you for its involvement," says Stella Rago. "Bill and Grace are an example of everything that is dynamic and caring about Edmonton businesses. We are fortunate to have them on board."

The Campaign for Prostate Health has so far raised more than \$22 million in its \$26 million goal. Proceeds will support ongoing cancer research and a rapid access clinic that will provide fast access to treatment for men upon diagnosis. The campaign will also help to support a state-of-the-art urological centre to better serve men from central and northern Alberta with prostate disease and prostate cancer.

Speaking on behalf of the campaign leadership team, Edmonton community leader C.J. Woods says the success of the month-long Garlic Festival and the amount of money raised so far is indicative of Edmonton's support for the creation of a rapid access clinic.

“More than anything else, the need for a rapid access clinic is really resonating with Edmonton and area men. When three of northern Alberta's largest health foundations come together on a project like this, and when Edmontonians embrace it like they have, you know it's needed and you know it's vitally important.”

“Prostate Cancer, which affects one in seven men in his lifetime, is officially on the radar like it has never been before, and we have people like Stella, Carmelo and the Rago and Saccomanno Families to thank for that,” continued Woods. “The money this event has raised is absolutely fantastic, but you can't put a value on the benefits of raising awareness. We're pleased that Sorrentino's Restaurant Group is committed to continuing to do both.”

Sorrentino's Garlic Festival officially concludes May 7.

### **For information on Garlic Stomp**

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