

Annual Cruise for the Cure raises money and awareness for prostate cancer and Alzheimer's



By Mark Pavilons

The area's largest outdoor car show and star-studded event is coming to King Township July 20.

The 4th annual Cruise for the Cure car show and family festival raises money and awareness for Prostate Cancer Canada and the Alzheimer Society of Ontario.

Organizer Tim Schmidt said he expects upwards of 2,000 vehicles of all shapes and sizes - North American and imports. Some guests come from Quebec and even south of the border.

Tim and Brenda Schmidt, and Tim's mother Helga have hosted Tim and Brenda's Cruise for the Cure for the past three years. At their first event in 2011 they raised \$50,000 for Prostate Cancer Canada; the following year they raised \$70,000 for Prostate Cancer Canada and, in 2013, they added a second charity, Shriner's Hospitals for Children-Canada, raising over \$112,000 in the process.

Schmidt said he chose Alzheimer's this year because many of his "car buddies" are in the affected age group of men. Unfortunately, men can be stubborn when it comes to regular physical checkups. His late father also suffered from Alzheimer's.

"Alzheimer's is the most common form of dementia," says Helga, President and CEO of ABC Group of Companies. "One in four people knows someone with Alzheimer's disease or dementia, and will be aware of the devastating impact it has on their lives, as it had on mine when my husband developed the disease. Our sponsorship will help in the research into the causes, cures and care for this condition and hopefully also towards helping the many people who look after these patients.

"It's very important that people with Alzheimer's are treated with respect and to remember that, despite their illness, a person with dementia is still a unique and valuable human being. When a person finds that their mental abilities are declining, they often feel vulnerable and in need of reassurance and support. The people closest to them - their caregivers, health and social care professionals, friends and family - need to do everything they can to help the person to retain their sense of identity and feelings of self-worth."

More than just your typical car show, Tim & Brenda's Cruise for the Cure is an event featuring live music, a children's carnival, raffles, food vendors, merchandise vendors, door prizes, awards, trophies, a guitar auction, special guests and more!

Nick Sinopoli of the Carpet Frogs and long-time friend of Tim's has collected signatures from legendary rock musicians. Alice

Cooper, Steve Cropper, Burton Cummings, Richie Sambora, Danny ?The Count? Koker, Stoney Curtis, John Zito, Paul Disbibio, Barry Barnes, and Neil Chapman are just some of the over 30 names on a rare 1994 Gibson J-55 up for grabs. It is #18 of only 100 made.

This magnificent guitar with the priceless signatures will be auctioned for charity. For more information or to bid on this piece of rock history, go to www.timandbrendasplace.com.

Raising prostate cancer awareness among men was one of the Schmidt family's goals and what better form to do that in but with a car show showcasing southern Ontario's best custom and performance cars and bikes with awards for grand champion, people's choice and 50 runners up?

The all-day event will also have live entertainment, by Rik Emmett formally of Triumph; The Carpet Frogs and Pop Cherry.

Joining Tim and Brenda will be famed members of the hit television show Counting Cars ? Danny Koker and Kevin Mack.

Tim & Brenda's Cruise for the Cure takes place Sunday, July 20 at 13200 Weston Road. Doors open at 9 a.m. for patrons, with a \$20 donation per car load for parking.

For those competing in the car show a registration donation of \$30 is asked and registration is open from 9 a.m. to 1 p.m.

For more information, www.timandbrendasplace.com.