



# **Running for the Cause or Walking the Talk?: The Influence of the Run for the Cure Event on Participants' Health Practices**

*Kathryn Moncks, Joan Wharf Higgins, John Meldrum*

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The aim of the research in this book was to describe the motivations and health practices of participants in the Victoria Canadian Breast Cancer Foundation Run for the Cure, a mass physical activity charity event, and follow them forward approximately two and eight months post-event. Physical activity events are now established as part of non-profits' repertoire of fundraising tools. These types of events can serve as a venue for 'moving people to trial' as they attract large numbers and foster mid-intensity participation in a non-competitive and fun environment. Understanding participants' motives for and experiences in fund raising events can help to enhance the event for both the organization and the participant.

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