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UOAA Sets Ostomy Awareness Day, 5K Race, for October 4, 2014

The United Ostomy Associations of America has announced a 5K race for Saturday, October 4, 2014. Ostomy Awareness Day 2014 will promote the organization's purpose of acknowledging ostomy and continent diversion surgery, helping patients live a normal life, and raising awareness and empathy of patients and their needs.

Durham, NC – July 24, 2014 – The United Ostomy Associations of America has declared October 4, 2014 [Ostomy Awareness Day](#) – Live, Learn, Share. Acknowledging ostomy and continent diversion surgery, the day will be highlighted by a 5K (3.1 mile) race in Durham, North Carolina. The WannWearOne Ostomy AWEARness 5K begins and ends at the Omega Sports parking lot and continues on the scenic American Tobacco Trail. In addition, a virtual race will be held the same day for those who cannot attend; registrants can run in their local area or on a treadmill for the same distance.

Race Details:

The 5K run/walk is scheduled to begin at 7:00am. An awards ceremony will honor the top three female/male winners, the top three female/male stroller runners, and the top ostomate runners. Age group winners will also be announced.

While ostomates are encouraged to run, healthy participants are welcome to register and wear a pouch to help raise awareness. [Ostomy](#) pouches will be provided at the event, as will educational materials and promotional items. A pouch filling station will be available for those who desire a more authentic experience.

Virtual Race

The WannaWearOne Ostomy AWEARness 5K is also open to participants who cannot attend the physical event. They can run or walk a route of the same distance at their location or on a treadmill. Registration is free and t-shirts are available to order. [Ostomy race](#) participants can take their picture during the virtual race, email them, and have them posted on the [ostomy5k.org](#) website.

- Virtual participants are also encouraged to create fundraising teams, the proceeds from which will go to the UOAA.

Sponsorship/Silent Auction

Sponsors of the event include Coloplast, ConvaTec, Hollister, Byram Healthcare, and Omega Sports. A sponsorship form is available online for anyone interested in sponsoring the race. The organization is also



accepting donations while an on-site silent auction tent will enable people to bid on and claim items. Proceeds will support the UOAA's efforts for ostomy support and awareness.

[WannaWearOne](#) Ostomy AWEARness 5K will be held at Omega Sports, 8200 Reaissance Pkwy., Ste. 1021 Durham, NC 27713. The timed race will also be certified by the USATF. Registration for adults to enter is \$25.00.

To learn more about the UOAA, the WannaWearOne Ostomy AWEARness 5K, sponsorship and donations, and registration for the physical/virtual events go to <http://ostomy5k.org/>.

About United Ostomy Associations of America

United Ostomy Associations of America provides patient support services and aims to educate and build awareness to ostomy patients and the general public. A volunteer-based organization, it offers services to patients and caregivers, and has over 350 Affiliated Support Groups throughout the United States. The organization also hosts events such as Ostomy Awareness Day 2014 – Live, Learn, Share. Visit www.ostomy.org to learn more.

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