

# Everest In Edmonton

The "Coolest" Charity on the Planet - Giving back through life-changing experiences.

## EVEREST 8,848 M ELEVATION EDMONTON 645 M ELEVATION

PRESS RELEASE November 18th, 2022

Everest In Edmonton: a 44.5 KM, 58,750 step hike, through the River Valley, Hawrelak Park, and downtown Edmonton.



*An Edmonton based charity event, Everest In Edmonton - Edmonton, AB, Canada, Feb 25th, 2023*

Everest in Edmonton is changing the fundraiser game with a rare event that challenges participants' mind, body and spirit providing an experience most have only dreamt of undertaking - a simulation of what it might be like to climb Mount Everest. The event challenges participants to walk the same distance from the base of Mount Everest, to its peak by way of a 44.5 KM, 58,750 step hike, through the River Valley, Hawrelak Park, and then downtown Edmonton.

***We're taking action to change the future of Cancers for our friends, family and for Canadians nationwide.***

Through publicity and an aggressive marketing campaign we are raising funds and awareness for Prostate Cancer and the Canadian Cancer Society. **Prostate cancer is still the most commonly diagnosed cancer among Canadian men, with 1 in 8 expected to be diagnosed in their lifetime.**

***It is Estimated that in 2022, 24,600 Canadian men will be diagnosed with prostate cancer. This represents 20% of all new cancer cases in men in 2022.***

### DID YOU KNOW?

- 4,600 Canadian men will die from prostate cancer. *This represents 10% of all cancer deaths in men in 2022.*
- On average, 67 Canadian men will be diagnosed with prostate cancer every day.
- On average, 13 Canadian men will die from prostate cancer every day.

Everest in Edmonton was started by 22 year long friends, Mark Pavelich and Shonn Oborowsky in 2021.

*Everyone has a point where they just can't go any further. Their quitting point. When your lungs are aflame and every muscle in your body is locked, and every nerve spastic. It's like a game of Tetris when the music goes faster and the pieces are stacked screen high, and you no longer can rotate the pieces on time, nor do you have the room to do so.*

Visit: [www.everestinedmonton.com](http://www.everestinedmonton.com) for information

***EVERY PENNY RAISED goes towards the fight against cancer.***

**THANK YOU for your support! Sincerely, Mark & Shonn (Founders)**

"So I was going through a tough time in my life.... option one and two were walking across Canada or climbing Mount Everest. Both take a considerable time and Everest is my dream to climb. But some things are meant to be a dream. The 3rd was to walk the distance of Everest. So I asked Mark who I knew would NEVER QUIT on me and he said yes. He decided we will make this an event where we raise money for a charity."

Everest In Edmonton Co-Founder,  
Shonn Oborowsky