

**Date: February 28, 2010**  
**FOR IMMEDIATE RELEASE**

Contact: Donna Cunningham  
310.948-9988  
hermosadonna@gmail.com

Inaugural Walk For Tom  
Grass Roots Community Fundraising Effort Raises More than \$20,000 for Kidney Cancer Research at City of Hope Comprehensive Cancer Center  
Held Saturday, February 27, 2010  
Hermosa Beach Strand

More than 500 friends, family, community members and patients and doctors from City of Hope gathered early Saturday morning at the Hermosa Beach strand for the Inaugural “Walk For Tom” fundraiser to raise awareness and funds for kidney cancer research. Tom Zondiros, a Hermosa Beach resident, husband, father of 2 and South Bay business owner, who is battling the disease, conceived the event. Zondiros’ wish to start a local fundraiser to raise funds for kidney cancer research was mentioned by his wife Barbara to friend and Hermosa resident Carrie Cook, who organized a grass roots campaign to make it happen. Said Cook, “I am so proud of what our community accomplished today by raising over \$ 18,000 for this cause - it’s truly a testament to a great man and a strong and caring beach community. We couldn’t have accomplished this without the combined efforts of a group of about 25 volunteers who were dedicated from the outset to making this event a success.” Hermosa neighbors Kimberly Condon-Ng and Brian Croft teamed up with Time Warner Cable to create a public service announcement about the walk, which aired locally on Time Warner Cable outlets. Hermosa resident Kathy Neilson worked with Tom’s children to design and print t-shirts for the event and Hermosa resident Daniel Radell designed and provided wristbands. Susie Fraley provided banners and organizational and operational support. Lisa Conrad, a Manhattan Beach resident and Zondiros family friend, contacted Kure It – an organization that provides direct funding for kidney cancer research under the direction of Dr. Robert Figlin at City of Hope Comprehensive Cancer Center in Duarte, California to serve as the recipient of the funds raised on Saturday. “The efforts by the community and the Zondiros family to assist us in our work to bring novel treatments and offer the potential for cure to people and families suffering from this disease allows us to continue our important research” said Dr Robert Figlin, who directs the Kidney Cancer Research Program at City of Hope. The event has raised more than \$20,000 through cash and check donations, not including online donations or contributions from local Hermosa restaurants Cantina Real and Hennessy’s, who will both contribute a portion of breakfast receipts that morning. Donations can still be made online at [www.kureit.org](http://www.kureit.org). Please reference “Walk For Tom.”

Please see attached photos of event for use with press release.