



## **Sporting Life 10K Raises Record-Breaking \$2.5M in Support of Campfire Circle**

*The 25<sup>th</sup> anniversary of the event saw 23,000 participants in Toronto on Mother's Day, virtual run throughout May*

**Toronto, June 17, 2025**— On Mother's Day, Sunday, May 11<sup>th</sup>, over 23,000 participants laced up and took to Yonge Street for the 25<sup>th</sup> annual [Sporting Life 10K](#). The event raised a record-breaking \$2.5 million in support of [Campfire Circle](#), a charity that provides camp experiences for kids with cancer or serious illness and their families.

The Sporting Life 10K, one of the biggest running events of the year, has cumulatively raised more than \$29 million for Campfire Circle. An additional 570+ people participated virtually in the 10K throughout May.

"The 25<sup>th</sup> anniversary of the Sporting Life 10K was incredibly meaningful—we raised a remarkable \$2.5 million thanks to our amazing community of participants, sponsors, volunteers, families and our dedicated donor community," says Alex Robertson, CEO of Campfire Circle. "Your support means more year-round programs for kids with cancer or serious illness and just from this event, you made a life-changing week of camp possible for 1,000 kids this summer—all at no cost to them."

Thank you to our sponsors ASICS, Shiseido, ICON, Cwench Hydration, Farm Boy, KIND, and our media partner, The Toronto Star.

**Next year's Sporting Life 10K will take place on Sunday, May 10, 2026.**

For more information, visit <http://www.sportinglife10k.ca>

To download photos or videos, visit: <https://campfirecircle.canto.com/v/SportingLife10K2025>

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### **About Sporting Life**

Founded in 1979, Sporting Life is Canada's iconic, premium sports and style retailer, operating 14 high-end stores across Canada's largest cities in premium malls. A store unlike any other, Sporting Life offers to equip Canadians with the best of everything they need to live their Sporting Life. There you will find the most prestigious brands, products, and services to feel at your best for a life full of sports and style. Visit Sporting Life in-store or online: <https://sportinglife.ca>.

### **About Campfire Circle**

Since 1983, Campfire Circle (formerly Camp Ooch & Camp Trillium) has brought healing through happiness to kids with cancer or serious illness and their families. Through our in-hospital, community, and overnight camp programs, we create opportunities for children to build friendships and social skills, develop self-confidence and resiliency, and improve their overall well-being. By providing play-based experiences, we empower kids to take back their childhood, regardless of their medical diagnosis. Visit [www.campfirecircle.org](http://www.campfirecircle.org) for more information or join our online community on [Facebook](#), [Instagram](#) or [LinkedIn](#).