

## Joe Cassella 5K Run/Walk on May 23 in Great Falls Will Honor Local Humanitarian

By Robert Deigh

**Burke, VA – May 3, 2010** -- Joe Cassella was a devoted father, husband, son, brother, friend and civic hero who died of cancer in July 2009 at the age of 40 but left behind him a strong legacy of helping others. On May 23, his family, friends and others in the community will honor him with a 5K Run/Walk to benefit his children's education fund and to support one of his dreams – The Miracle League, which will offer accessible recreational opportunities for children with special needs.

Cassella was a personal trainer and the co-founder of Elite Fitness Concepts in Great Falls. He lived his life doing acts of kindness that made a big difference in people's lives. Cassella had organized two 5K races himself – one to raise money for the Make-A-Wish Foundation in the name of a sixth grader who died of cancer in 2007 and the other the following year to help pay the medical bills of a high school senior who was paralyzed in an accident.

The race, which is planned as an annual event, will take place Sunday, May 23, at Great Falls Village Center, Walker and Columbine Street, in Great Falls, VA. It begins at 8:30 a.m. with a kids fun run. The 5K run/walk begins at 9:00 a.m. There will be prizes for best male and female finishers in eight different age groups. All kids in the fun run will get a ribbon. Random prizes will be awarded and there will be a silent auction featuring signed merchandise by local professional sports teams. For more information visit <http://www.elitefitnessconcepts.com/>

“A run/walk by members of the Northern Virginia community is certainly a fitting tribute to Joe,” said Richard Hanlon, longtime client and close friend. “Joe was the epitome of strength, health, fitness, family and he led a well-balanced life, putting everyone before himself. Joe was a role model for people young and old and an example of just how good a citizen can be.”

Random prizes will be awarded and there will be a silent auction featuring amazing prizes like a 4-night stay for two adults at Oprah's favorite place on earth, the Miraval Resort in Tucson, including all meals, Miraval activities and ground transportation to/from the Tucson airport; tickets to Washington Caps, Nationals, Mystics and Wizards games; autographed sports memorabilia; a LASIK eye surgery; and more. For more information, visit [www.joecassella5k.com](http://www.joecassella5k.com).

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