



## ... Lend Me Your Ears

By Cory Soal  
R.H.A.D.

### CUSTOMER SERVICE IS A PRODUCT SLOWLY BECOMING EXTINCT.

My definition of quality customer service and goal is to provide continued, effective hearing for the patient. There are many issues and parts of this task - please do not think I am saying that I have succeeded in creating an A+ practice. It takes a lot of work, dedication and time to achieve excellence. Regardless of business, it all boils down to customer service. The product purchased - and this can relate to any device - needs to be serviced regularly, the patient needs to understand and use their product properly. Wherever you shop, ask yourself this: Can I follow up with the same person who sold and serviced my product when I need them? Does the person who serviced you remember your name and needs? Will that person be there for me in the future?

As a local business person and proud lifelong resident of this community, I wish to thank all who have allowed me to serve the community since 1992.

The Georgetown



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## OPINION

# TERRY FOX RUNS IN GEORGETOWN AND ACTON

## A FUN RUN FOR ANYONE, WRITES JON HURST



JON HURST  
Column

Almost every Canadian knows of Terry Fox and his 1980 Marathon of Hope. It is a story that would defy belief. A young cancer survivor, inspired by the pain and suffering of others he witnessed during his chemotherapy treatments, actually runs 3,339 miles, almost a marathon a day, for 143 days, through six provinces, with one good leg and a primitive prosthesis, which requires him to add a hop while running to allow the artificial leg to follow through for the next step.

He once said "Even if I don't finish, we need others to continue. It's got to keep going without me." Ultimately, Terry passed the

torch, and that challenge was collectively accepted by thousands of Canadians who vowed to continue for him.

Since then, \$780 million has been raised for innovative cancer research in Terry's name. We in Georgetown and Acton can certainly be proud of our contribution to this overall effort, having raised almost \$1.25 million over the years.

Today, Terry Fox is dearly beloved as a true Canadian hero, known and admired here in Canada and around the world.

One of Terry's greatest legacies may well be the inspiration he has given us all in our everyday lives, when he said: "I guess that one of the most important things I've learned is that nothing is ever completely bad. Even cancer. It's made me a better person. It's given me courage and a sense of purpose I never had before. But you don't have to do like I did...wait until you lose a leg or get some awful disease, before you

take the time to find out what kind of stuff you're really made of. You can start now. Anybody can!"

This Sunday's 39th annual Terry Fox Run takes place at the Gellert Centre in Georgetown South and at the Acton High School track.

In Georgetown, the run takes place from 11 a.m. - 1 p.m., when joggers, walkers, rollers, kids and families can participate on a 500-metre fun-run loop, while the more serious runners can take advantage of a 2.75-kilometre loop.

In Acton, participants can arrive any time between 8 a.m. - 3 p.m. to walk, run or cycle some or all of the 25 laps around the rubberized high school track. The official opening ceremonies will take place at 8 a.m. with Mayor Rick Bonnette and Acton's Citizen of the Year, Pastor Ray Vander Kooij in attendance.

All funds raised go directly to the cause. Terry Fox memorabil-

ia will be on display, and 2019 Terry Fox T-shirts will be available to buy.

The non-competitive family-oriented event is an opportunity for participants to walk, cycle, skate, push a stroller, walk a dog, or run the distance they are comfortable with.

Anyone can participate or sponsor a participant by visiting [www.terryfox.org](http://www.terryfox.org).

Although many years have passed since Terry's Marathon of Hope ended near Thunder Bay, people across Canada and around the world have continued to carry the torch he passed to us all. Even 39 years later, his vision, courage and sacrifice continue to be an inspiration.

## YOU OPINIONS

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