



## News from the Oxnard Salsa Festival

June 14, 2010

Contact: Janis Flippen Public Relations, 805-389-9495, [media@oxnardsalsafestival.com](mailto:media@oxnardsalsafestival.com)

### **Oxnard Salsa Dash Inspires the Community to Give Back ... The Dash Benefits the Leukemia & Lymphoma Society**

**Oxnard, CA** – Jerry Magnuson of Oxnard is not only a successful entrepreneur and automotive genius, but also serves as a role model to others who are fighting life-threatening illnesses. Diagnosed with stage 2-3 of non-Hodgkin's Lymphoma three years ago, Magnuson's life quickly changed as he underwent aggressive treatment. He began taking Rituxan, a drug for which the research was funded by the Leukemia & Lymphoma Society, the first new treatment to be developed in ten years for non-Hodgkin's Lymphoma.

This past summer, Magnuson received his last series of infusions of Rituxan, without any side effects and is making a remarkable recovery. Inspired by his story, Debbie Glass, Race Director for the Oxnard Salsa Dash (presented by the Oxnard Salsa Festival and Team in Training to benefit the Leukemia & Lymphoma Society) made a special request to Magnuson that Jerry also serve as "Honored Teammate" for the upcoming event on July 10. He proudly accepted.

"Jerry's story is so inspirational and I am so pleased he will serve in this capacity to encourage runners and walkers to join in on the fight to end cancer by 'doing the dash,'" stated Debbie Glass. "We're also thrilled that Jerry's company, Magnuson Products, Inc., has decided to support the Dash as a sponsor," she added.

A self-taught design engineer, Magnuson has greatly contributed to the automotive world. Starting out as an Indy pit crew member, he worked his way into supercharger design. Jerry and his wife, Maureen, now own Magnuson Products, Inc., which employs 57 people. In addition to sponsoring the Oxnard Salsa Dash, the Magnuson's are also the title sponsor of the Autumn Home Tours, corporate members of the Ventura County Maritime Museum and regularly contribute to local charities.

-more-

Another Oxnard company is also reaching out to support the Dash and efforts to raise money for leukemia and lymphoma research. Oxnard-based Raypak is sponsoring the Oxnard Salsa Dash in memory of employee, El Hocine Arkam who served as Raypak's Facilities Manager. According to company officials, Hocine made Raypak a better and stronger company. He was heavily involved with the process of development, improvement as well as safety of Raypak and was known as a technical genius, a title he earned for his ability of taking a piece of machinery or a process and making it better. He started out in the factory as an hourly employee and worked his way up to management. Arkam died of lung cancer on May 1, 2010 and leaves behind his wife, two sons and daughter.

The Third Annual Oxnard Salsa Dash will directly benefit the Leukemia and Lymphoma Society with all proceeds going to research and patient aid. The race begins at 7:30 a.m. with a Kids Fun Run followed at 8 a.m. with a 5k and 10k walk/run. Participants will follow a course through downtown Oxnard that begins at Heritage Square, continues along the charming streets of the Henry T. Oxnard National Register Historic District, and finishes at Plaza Park.

Entry fees are \$30 for the 5k and \$35 for the 10k. Goodie bags including tee shirts will be provided to participants. Day-of-registration is \$5 more. Registration is available online at [www.oxnardsalsafestival.com](http://www.oxnardsalsafestival.com).

The Oxnard Salsa Dash is sponsored by Kalani Chiropractic, Roadrunner Sports, Magnuson Products, Raypak and other community businesses and supporters. The Dash is part of a month-long celebration leading up to the 17<sup>th</sup> Annual Oxnard Salsa Festival on July 24-25, 2010 taking place at Plaza Park, Fifth and 'B' streets in downtown Oxnard.

Presented by the Oxnard Downtowners, the Oxnard Salsa Festival celebrates everything salsa – the food, the music and the dance. The two-day action packed celebration includes Main Stage entertainment featuring six Salsa, Latin & Cuban bands, a large Salsa Tasting Tent, an eclectic vendor marketplace, international foods, kids kornor attractions, a salsa recipe contest and much more. Event admission and parking are free.