

Fourth annual 'Rally at the Alley' event enjoys record turnout

Contributed by Samantha Stewart

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Matt and Bonnie DiStasio

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The New England Chapter of the EACA hosted its fourth annual Rally at the Alley; fundraiser March 27 at Lucky Strike Lanes in Boston to support the Randy Smith Memorial Golf Classic, which helps families in the tradeshow industry suffering through times of adversity. This year's Rally at the Alley recipient is Champion Logistics employee Bonnie DiStasio.

DiStasio has been battling breast cancer for the last year but came out on top with successful results. Unfortunately, cancer treatments often leave families with a mountain of medical bills, and the DiStasios are no exception.

"While insurance had covered a good portion of Bonnie's medical expenses, personal expenses, such as travel to and from the hospital, parking fees and time away from work for both Bonnie and her husband Matt quickly added up," said Jim Wurm, executive director of EACA.

He added, "The organizers of the Rally at the Alley, and everyone at the RSMGC, wish to thank all the sponsors and participants who helped make this year's event the best ever, with a special thanks to Sharon Bingham, director of sales and marketing at Champion Logistics Group in Boston, whose personal devotion to this event's success is truly amazing."

The event had a turnout of just under 100 people from all over the country, the annual event's highest attendance so far. And although the total is not in yet, Sharon Bingham estimates that 30 percent more in proceeds was collected this year compared to last year's total.

"Bonnie and her husband, along with those friends, family and coworkers that are close to her, were overwhelmed by the support demonstrated by the tradeshow industry," Bingham said.

Several cancer survivors, including Bonnie, Kevin McConkey, president of Champion Logistics Group Chicago, and Amy Montagna of Champion Logistics Group Boston, celebrated their struggle and ultimate ability to overcome and beat cancer by toasting each other and their loved ones.

The event offered a night of fun, bowling and billiards for a minimum contribution of \$100. The evening gave not only financial support but priceless emotional support to DiStasio, her husband Matt, and the couple's children, Gina, 11, and Anthony, 7.