



Actor Edward Norton is sweating out his new role and hoping 100,000 people will pay for it.

The “Fight Club” star is running in the Nov. 1 New York City Marathon, his first, along with three Maasai warriors and other celebrities to raise money for conservation efforts in Kenya. Norton’s goal is to get 100,000 people to give \$20 each.

The Maasai (seen here) are practicing for the race in Kenya wearing traditional sandals and with an eye out for wild animals. Norton is tweeting about his training on Twitter, reporting about his sore Achilles and shins.

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In his tweets, Norton has tempted donors with the chance to win prizes including an iPod and BlackBerry. As of Friday, his team had raised more than \$170,000 for the Maasai Wilderness Conservation Trust, which also funds education and health care initiatives.

Norton and his crew will be among 40,000 runners in the marathon, a field that will include other celebrities with causes.

Actor Anthony Edwards, who played Dr. Mark Greene on “ER,” will be running in green scrubs as part of a team benefiting the Shoe4Africa charity. The organization is raising money to build a children’s hospital in Kenya.

Also donning scrubs for the effort are Broadway actress Sarah Jones and actor James LeGros of the NBC series “Mercy.”

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