



Presenting Sponsor



**MLS WORKS™**  
**SOCCER KICKS CANCER**

**Hope & Heroes Children's Cancer Fund**  
161 Fort Washington Ave., IP-7  
New York, NY 10032



**Walk With Us**  
to end childhood cancer and blood disorders



**SUNDAY, MAY 18, 2014**

**CLINTON COVE PARK**  
55<sup>th</sup>-57<sup>th</sup> Street at Hudson River Park

**SIGN UP NOW**  
HopeAndHeroesWalk.org  
1-855-HNHWALK (855-464-9255)

**STAY CONNECTED!**  

## Meet our Walk Co-Chairs

*"I walk to keep my daughter Sienna's legacy alive and to teach her siblings about what she believed in so strongly: a CURE"*

- Patty Cavallo

*"I walk because with each step I know I will help another child like me recover from cancer."*

- Avery Hoffman



### Here's What Previous Participants Have to Say:

*"The best part is the feeling of unity, that we're all there for the same reason. The feeling you get when the day is over, especially as a team captain, it's extremely satisfying and rewarding."* - Janice Grimaldi

*"We all look forward to it every year. I think the kids get really excited to see me out of my scrubs. I'm lucky that everyone knows what I do and wants to be supportive."*

- Shira Kapito

### 9:00 AM - Check-in

Join us for a kick off ceremony

### 10:30 AM - Walk Begins

Walk 1 mile along the Hudson River

After you walk, stay around and celebrate with food, games and more!

### Online Registration is Open!

Register online for your Personal Fundraising Page and welcome kit. It's easy, fast and FREE. All funds raised go to support children with cancer and families treated at the Herbert Irving Child & Adolescent Oncology Center.

### About Hope & Heroes

Hope & Heroes funds the life-saving work on childhood cancer and blood disorders at Columbia University Medical Center - including cutting-edge research, support for families and care that always puts children first. You can learn more at [www.HopeandHeroes.org](http://www.HopeandHeroes.org).

## Register online and start fundraising!

By registering for the Walk online, you will have access to a Personal Fundraising Page and many other tools to help you fundraise! It's easy to customize your page and include why you're walking and how much you'd like to fundraise. Just share the link with friends, family and colleagues so they can donate by credit card, or collect cash and checks to turn in. **You'll reach your goal in no time!**

**Have friends and family out of town?** If they can't come to the Walk, they can register as a Virtual Walker, and still receive all the tools they need to fundraise to support your team for Hope & Heroes!

**Participate in fun challenges!** Go head to head in friendly competitions to win fundraising contests, earn cool incentives or one of our five Team Spirit Awards.

**Is your team up to the Top Team Challenge?** All teams that raise \$15,000 or more will get a spot in our Top Team Village at the Walk which includes concierge check-in, volunteers to help you get organized, special treats, and a Walk T-shirt for every Top Team member. Plus, each team will get up to 25 tickets to either a Yankees, Mets or Red Bulls game, or the Radio City Christmas Spectacular!

### Incentives:

\$100+: Hope & Heroes Walk T-Shirt\*

\$250-\$499: Hope & Heroes Water Bottle & Picnic Blanket

\$500-\$999: Hope & Heroes Cooler

\$1,000+: The full Hope & Heroes picnic set - water bottle, blanket & cooler!

\*Given at the Walk. After the event, the incentive minimum will be \$150+

### Plus!

All participants who raise at least \$500 by 5/5 in our Fifth Year Celebration will be entered into a Grand Raffle!

All Youth Walkers (12 & Under) who raise \$500+ will receive a Hope & Heroes Drawstring Bag!

Cancer Survivors will be presented with "Hero" Buttons at Registration.

**Sign up Today at [HopeandHeroesWalk.org](http://HopeandHeroesWalk.org)!**