

Register Raise + Revel

Register today to join us at this special day of caring, sharing and fun. Raise money to help children with cancer and their families. Revel in the success of an event that in just three years has become a crucial way to support Hope & Heroes, our patients and their families.

Follow These Four Easy Steps

Step 1: Register as a Walker, Virtual Walker or Volunteer

All participants, including children, must register for the Hope & Heroes Walk. You can sign your whole family up in a few simple steps. Here are three easy ways to register:

- CLICK: www.HopeandHeroesWalk.org
- CALL: 1.855.HnHWALK (855.464.9255)
- EMAIL: Info@HopeandHeroesWalk.org

Step 2: Start a Team

It's more fun when you walk with more than one! Create a team with at least five family, friends and colleagues and discover the rewards of team unity – and the power of joint fundraising. All Team Captains will receive an official Hope & Heroes Walk baseball cap.

Step 3: Personalize, Personalize, Personalize!

Use your Personal Fundraising Page to tell your story and share pictures – and then use the powerful Participant Center email system to invite people to support your efforts. Every walker who uses the email system to send out 10 emails will receive a one of a kind Hope & Heroes Walk magnet! Set a goal and ask family, friends and colleagues to contribute to a cause you care deeply about. There is no fundraising minimum, but don't set the bar too low – CHALLENGE yourself by asking 10 friends to each give \$20. You'll raise \$200 in no time! Then you can increase your goal and ask for more. Also, if you or your donors have access to a matching gift program, double your money by submitting Walk donations in a timely fashion.

Step 4: Participate

You did it! Whether you come to the Walk as a Walker or a Volunteer—or if you're participating as a Virtual Walker—you should be very proud of the incredible work you have done for Hope & Heroes and the fight against childhood cancer. We look forward to thanking you in person on April 29th!



Hope & Heroes Children's Cancer Fund
161 Fort Washington Ave., 1P-7
New York, NY 10032



SUNDAY, APRIL 29TH 2012
Clinton Cove Park, Manhattan



Walk to end kid's cancer
- It's good for the sole.

HopeAndHeroesWalk.org
Online registration is open – Sign up now!

1.855.HnH.Walk

Like us on facebook and stay up to date and connected:
www.facebook.com/HopeHeroesWalk

Dear Friends,

We are very grateful to everyone who made the first two years of this event so successful, fun and inspiring. We are pleased to announce the 3rd Annual Hope & Heroes Walk on Sunday, April 29th, 2012 at our new location, which will accommodate more people, more music and more fun! Together we will celebrate the successes of survivorship and honor the lives lost to pediatric cancer, as we move closer to a cure, together.

With gratitude,

Patty Cavallo, Chair
Avery Hoffman, Youth Chair



3rd Annual Hope + Heroes Walk

New location! New incentives!

Sunday, April 29th, 2012

9:00 AM Check-in
10:15 AM Walk Starts

Clinton Cove Park, Manhattan

(Enter at West 55th Street near the Hudson River)

Route

1 or 3 mile walk near the beautiful Hudson River

Registration Cost

FREE! All of the money that you fundraise will go straight to children with cancer.

Hero Buttons

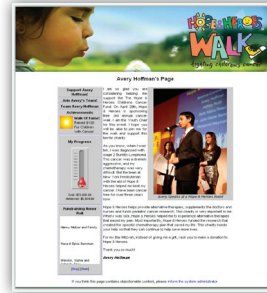
These will be available for all cancer survivors to wear proudly during the Walk.

Wall of Hope

Let people know who you're walking for and why on our Wall of Hope.

Register and start fundraising today!

All participants in the Walk, including our Virtual Walkers, have access to a Personal Fundraising Page, which you can customize with your own story and pictures. Our improved Participant Center will make it even easier for you to let your family, friends and colleagues know what you're doing and how they can help you. You'll reach your fundraising goal in no time!



Aim High: Top Team Challenge!

As the Hope & Heroes Walk grows, so does the Top Team Challenge. For 2012, we are challenging our Top Teams to raise \$10,000! Let's see who makes it into the Top Team Village...

Each Top Team will gain access to the Top Team Village at the Walk, which includes concierge check-in, volunteers to help you get organized, and special treats. Top Teams will also win up to 25 tickets to either a Yankee game, a Mets game, a Red Bulls Game, or the Radio City Music Hall Christmas Spectacular!

Individual Walker Incentives - Includes Virtual Walkers!

The efforts of all our fabulous fundraisers will be well rewarded! Everyone who raises \$100+ will receive a T-shirt at the Walk. All other incentives will be sent out after the event. Continue fundraising after the Walk for about one month following April 29th, to raise the bar on your hard work and earn these great incentives!

\$100+ Hope & Heroes Walk T-shirt

(Given at the walk. After the event, the incentive minimum will be \$150+).

\$250-\$499 Hope & Heroes Lunch Cooler

\$500-\$999 Hope & Heroes Duffle Bag

\$1,000+ Both Bags! The Hope & Heroes Lunch Cooler and Duffle Bag

Top Children Incentive

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

About Hope + Heroes

Hope & Heroes Children's Cancer Fund is the exclusive charity for pediatric oncology at Columbia University Medical Center, supporting innovative clinical care and cutting edge research. Its beneficiary is the Herbert Irving Child & Adolescent Oncology Center, one of the largest and most prestigious childhood cancer divisions in the country. More information is at: www.HopeandHeroes.org.

Why Our Co-Chairs Are Walking:

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

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

Why are YOU walking?

Visit our page and let us know!

www.Facebook.com/HopeHeroesWalk

