

About Hope + Heroes

Hope & Heroes Children's Cancer Fund is the exclusive charity for the Division of Pediatric Hematology/Oncology/Stem Cell Transplant at Columbia University Medical Center, one of the largest and most prestigious childhood cancer divisions in the country. The Fund supports innovative clinical care and cutting edge research at the Herbert Irving Child & Adolescent Oncology Center. For more information, visit: 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



Thanks to Our Presenting Sponsors



Thanks for Your Interest in the Hope & Heroes Walk

Jeremy Shatan, Executive Director
Kathryn Leiby, Events & Marketing Manager

Hope & Heroes Walk Council

Yahaira Almadovar
Leyla Ahmadi-Motlagh
Julia Glade Bender, MD
Abigail Hoffman

Tom Mазzie
Maggie Mona
Dawn Plunkett

HOPE & HEROES WALK
fighting children's cancer

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



Like us on facebook
www.facebook.com/HopeHeroesWalk

4TH ANNUAL

HOPE & HEROES
WALK

fighting children's cancer

SUNDAY, MAY 19TH 2013
Clinton Cove Park, Manhattan



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



1-855-HnH-WALK (855-464-9255)

Like us on facebook
www.facebook.com/HopeHeroesWalk

HopeAndHeroesWalk.org

Info@HopeAndHeroesWalk.org

Online registration is open - Sign up now!

Dear Friends,

It's amazing that we are already in our 4th year of the Hope & Heroes Walk. We can't wait to have you join us on Sunday, May 19th, 2013 back at Clinton Cove Park! Every year the Walk has grown in participants and fundraising and we hope that this year will be no different. We both love sharing the day with all of our friends and family so much that we decided to add some more fun and invite everyone to stay after they walk to enjoy some games and a picnic. We look forward to seeing you and your family & friends on this special day as we continue to raise support and awareness so that one day, no child will have cancer!

With gratitude,

Patty Cavallo, Chair
Avery Hoffman, Youth Chair



SUNDAY, MAY 19TH 2013

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

Location: Clinton Cove Park @ Hudson River Park, Manhattan
An inspiring and energetic walk along the scenic Hudson River (Enter at West 55th Street near the Hudson River)

Registration Cost

FREE! All of the proceeds from the event 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 are walking for and why.

Get Swabbed!

Register as a bone marrow donor at the Walk! It is fast, uninvasive and you can make a difference!

Pre-Walk Activities

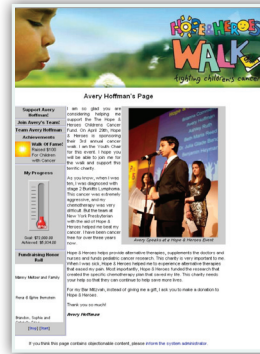
Whether it's a Zumba warm-up or face painting, there will be things for everyone to enjoy!

Post-Walk Celebration

Stay after the Walk for a picnic and family fun!

Register and Start Fundraising Today!

All participants in the Walk, including our Virtual Walkers, will automatically receive 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. These tools will help you reach your fundraising goal in no time!



Aim High: Top Team Challenge!

For 2013, we are challenging our Top Teams to raise \$15,000 or more! Is your team up to the challenge? 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, special treats, and a Walk T-shirt for every Top Team member. Top Teams will also win up to 25 tickets to either a Yankees, Mets or Red Bulls Game or 25 tickets to the Radio City Music Hall Christmas Spectacular!

Individual Walker Incentives

Includes Virtual Walkers!

The efforts of 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. You can continue fundraising until the end of June to have a chance to 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 Picnic Blanket

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

\$1,000+ Both the Hope & Heroes Picnic Blanket and Duffle Bag

Top Children Incentive

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

Register, Raise + Revel

Register today to join us on 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 short years has become an integral part of Hope & Heroes efforts to support children with cancer 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-HnH-WALK (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 family, friends and colleagues and enjoy working together to meet your fundraising goal. All Team Captains will receive an official Hope & Heroes Walk Team Captain T-shirt upon registering and will be able to wear it proudly before, after and during the Walk!

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 Hope & Heroes Walk car 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 reach out to more friends. Also, if you or your donors have access to a matching gift program, double your money by submitting Walk donations in a timely fashion.

Walk staff are always available to answer your questions and webinars will help you make the most of your Participant Center.

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—we can't thank you enough for being a part of our fight to end pediatric cancer. We look forward to celebrating all of your efforts on May 19th!

THANKS!

