



**THE 12th ANNUAL NYC KIDS WALK FOR KIDS WITH CANCER
MAY 12, 2012, CENTRAL PARK, 1:30 PM**

WHAT IS IT?

The Kids Walk is an annual 4-mile walk organized by high school and middle school students in several locations, to raise money for pediatric cancer research at Memorial Sloan-Kettering Cancer Center (MSKCC). Each walk around the country kicks off with a brief student-run program and ends with free snacks and socializing. It's an upbeat, family-friendly event, and walkers include students, teachers, families, clubs, co-workers, and kids of all ages. See www.kidswalkforkidswithcancer.org for all details!

HOW DO WE HELP KIDS WITH CANCER?

Since 2001, the Kids Walk has raised over \$1,320,000! All proceeds are placed in our dedicated Kids Walk fund at MSKCC, with 100% used for pediatric cancer research at MSKCC, which treats more children with cancer than any other hospital in the world. Tax-deductible contributions to sponsor walkers or teams may be made in cash, on-line at our website, or by check payable to Memorial Sloan-Kettering Cancer Center.

HOW DOES THE FUNDRAISING WORK?

Upper and middle school student leaders put together walk teams from their schools, and organize fundraisers such as bake sales and tee-shirt sales. Walkers ask sponsors to make a contribution in any amount for pediatric cancer research. Families, clubs, and co-workers also bring teams. Register online at www.kidswalkforkidswithcancer.org for any Walk location; there's no fee but unsponsored walkers are asked to donate \$20.

WHY ARE KIDS DOING THIS?

Cancer is the leading cause of death by disease in children, killing more children than ALL other diseases combined. Approximately 13,000 new cases of cancer are diagnosed in children and teens in the U.S. each year. That's roughly 46 children each school day, enough to fill a school bus! Although the number of children with cancer increases each year, less than 4% of National Cancer Institute funding for research gets used to fight ALL forms of childhood cancer. Researchers need more funds to develop the new treatments needed to save more children from cancer!

**DONATE ONLINE NOW AT WWW.KIDSWALKFORKIDSWITHCANCER.ORG.
CLICK "CONTACT US" ON OUR WEBSITE, TO ORGANIZE A TEAM, VOLUNTEER
TO HELP, ASK A QUESTION, AND TO HELP KIDS WITH CANCER!**