



**Saturday, May 7, 2011 Central Park, NYC**

**WHAT IS IT?**

Kids Walk for Kids with Cancer is a 4.5-mile walkathon, organized by NYC-area students, to raise money for pediatric cancer research at Memorial Sloan-Kettering Cancer Center (MSKCC). Walkers include students, teachers, family members, and kids of all ages. The walkathon kicks off with a brief student-run program and ends with free snacks and socializing. It's an upbeat, informal, family-friendly event.

**HOW DO WE HELP KIDS WITH CANCER?**

Since 2001, Kids Walk has raised over \$1,000,000! All funds raised 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 may be made in cash, on-line at our website or by check payable to Memorial Sloan-Kettering/Kids Walk.

**HOW DOES THE FUNDRAISING WORK?**

Upper and middle school student leaders are organized by school and put together teams of walkers, who ask sponsors to make a contribution in any amount for pediatric cancer research. Many adults also bring fundraising teams. All walkers are welcome -- there is no registration process or fee, although a \$20 contribution is requested from walkers not getting sponsors. Contact us to organize a team, to volunteer to help, or with any questions at our website.

**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! Of those new cases, about 10,730 are under the age of 15! Although the number of children with cancer increases each year, only about 3 percent of National Cancer Institute funding for research is allocated to fight ALL forms of childhood cancer. Virtually all funding for pediatric cancer comes from private donations and from the U.S. government. Researchers need our help to develop the new treatments needed to save more children with cancer!

**CHILDREN WITH CANCER NEED MORE EFFECTIVE, LESS TOXIC TREATMENTS. YOU CAN HELP BY DONATING AT OUR WEBSITE OR BY WALKING WITH NYC-AREA KIDS IN CENTRAL PARK ON MAY 7, 2011!!!**