

## **KIDS WALK FOR KIDS WITH CANCER**

Saturday, May 8<sup>th</sup>, 2010 \* Central Park, NYC

[www.kidswalkforkidswithcancer.org](http://www.kidswalkforkidswithcancer.org)

### **WHAT IS IT?**

Kids Walk for Kids with Cancer is a 4.5 mile walk to raise money for pediatric cancer research at Memorial Sloan-Kettering Cancer Center. It's organized by students from numerous NYC-area schools, and walkers include students, teachers, family members, and kids of all ages. The walkathon kicks off with a brief student-run program, and ends with snacks and socializing. It is an upbeat, family-friendly event, organized by kids to help kids with cancer. The 9th Annual Walk last year raised over \$118,000, for a combined total of over \$775,000 since 2001!

### **WHO IS THE CHARITY?**

All funds raised go to Memorial Sloan-Kettering for pediatric cancer research. Tax-deductible contributions to sponsor walkers may be made online at [www.kidswalkforkidswithcancer.org](http://www.kidswalkforkidswithcancer.org), or by check made payable to Memorial Sloan-Kettering Cancer Center. Please put "Kids Walk" in the memo, along with the walker's name and/or team, and send the check to either the walker you are supporting, or MSKCC.

Memorial Sloan-Kettering Cancer Center  
Attention: Kids Walk for Kids with Cancer  
633 Third Avenue, 28th Floor  
New York, NY 10017

### **HOW DOES THE FUNDRAISING WORK?**

Middle and High School students put together teams of walkers who agree to walk and raise money for pediatric cancer research. Walkers ask supporters to sponsor them by making a contribution in any amount. Many adults also form fundraising teams. All walkers are welcome -- there is no registration fee, although a \$20 contribution is requested from walkers not getting sponsors.

Please note that registration is free, but all participants must register for the event. You can register online or at the Check-in Table on the day of the event.

Contact us with any questions at [www.kidswalkforkidswithcancer.org](http://www.kidswalkforkidswithcancer.org).

### **WHY ARE KIDS DOING THIS?**

Cancer is the leading cause of death by disease in children, killing more children than ALL other diseases combined. Although the number of children with cancer increases each year, only about 3% of National Cancer Institute funding for research is allocated to fight all forms of childhood cancer. The pediatric cancer researchers at MSKCC need our support to find and develop the new treatments necessary to save more children with cancer!

**CHILDREN WITH CANCER NEED MORE EFFECTIVE, LESS TOXIC TREATMENTS.  
YOU CAN HELP BY SPONSORING A WALKER IN KIDS WALK WITH KIDS WITH  
CANCER - OR BY WALKING WITH NYC KIDS IN CENTRAL PARK ON MAY 8!!!**