

# ONE DAY. ONE MISSION. ONE WALK.

May 2008

Join us Sunday,  
September 21, 2008

### [Register online today!](#)

Receive a \$5 discount off the registration fee by using the discount code: **NEWSLETTER**.

## Fundraising Tips

Walking the distance on Sept. 21 is only half the battle. The key to fundraising success is asking for support. You'll be surprised at how easy it is to reach your goal. See the [complete archive](#) of fundraising tips.

**May Fundraising Tip:** Write personalized letters to potential supporters that communicate your passion for fighting cancer. Explain why Dana-Farber and the Jimmy Fund are so special to you and why you are doing *this* Walk.

## Take Our Quiz



Test your Walk knowledge!  
This month's quiz: [Dana-Farber and the Walk](#)

## Dana-Farber Updates

Dana-Farber Cancer Institute is devoted to cutting-edge research and compassionate patient care. We are making groundbreaking discoveries every day. [Learn more](#)

## Meet the Staff

Find out which member of the Walk staff can answer your questions. [Learn more](#)

# Boston Marathon® Jimmy Fund Walk

PRESENTED BY: HYUNDAI

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## Why this Walk

Everyone has his or her own reason for walking. Whether you or a loved one has battled breast cancer, lung cancer, leukemia, or any of the 400 forms of this disease, this is *your* walk. The Boston Marathon® Jimmy Fund Walk presented by Hyundai raises funds critical to Dana-Farber's mission to conquer cancer.



With five routes to choose from, you can make a difference in the fight against cancer. Every dollar you raise is another step closer to a cure.

[Register for the 2008 Walk](#)

## Important Announcements

**New! The Hopkinton to Wellesley 13.1-Mile** is a terrific morning route option that has been added this year. [Learn more](#)

**Raising the bar:** To help reach our 2008 goal of \$7.2 million, we have increased the fundraising minimum to \$250 for each walker. We know that walkers are ready for the challenge of this small increase and will be inspired to reach even further in the fight against cancer.

**Please note:** The fundraising minimum will remain \$100 for children ages 12 and younger who participate in either the **Boston College 5-Mile** or **Boston 3-Mile**.

[Virtual Walker](#)

## Support the Jimmy Fund



Join Steve Carell at the June 19 screening of "Get Smart".  
[Learn more](#)



Eat sweet treats to fight breast cancer May 5-11.  
[Learn more](#)



Enjoy all-you-can-eat ice cream, all for a good cause!  
[Learn more](#)



Honor your guests.  
[Learn more](#)

MISSION POSSIBLE

Can't make it to the Walk this year? Even if you won't be there on Walk day, you can still participate as a Virtual Walker! Complete any distance, any time, at any pace, while raising funds for the Jimmy Fund Walk.

Virtual Walkers are not required to pay a registration fee and are not responsible for the \$250 fundraising minimum. Any Virtual Walker who raises \$250 or more will be sent an official 2008 Walk T-shirt after the event. For more information, please [contact us](#).

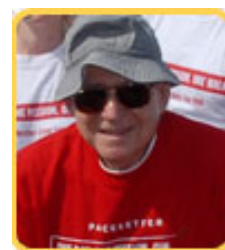
## Why We Walk

A mother. A brother. A colleague. A best friend. No matter who is facing cancer, you want to do everything in your power to help them. Participating in the Walk is a great way to honor a loved one's courage while raising the critical funds needed to beat this disease. Read our walker's inspiring stories. [Why we walk](#)

We all have our reasons for walking. What's yours? [Share your story](#)

## Become a Pacesetter

Our Pacesetters--walkers who raise \$1,000 or more--make a tremendous impact in the fight against cancer and have contributed 70 percent of all revenue raised throughout the Walk's 19-year history. Many walkers strive to become Pacesetters each year and realize that, with the tools and help available, their goal is attainable.



Pacesetter Jack Dreyfus (right) was inspired to participate in his first Walk in 1998, to support his 13-year-old grandson David Shulman who was being treated for lymphoma at Dana-Farber. Two years later, Jack was diagnosed with colon cancer and walking alongside David and his family became even more meaningful. Read [Jack's inspiring story](#).

## Team Spotlight

In 2007, the 21 members of "Kira's Kruisers" hit the pavement in honor of Kira Corning, a kindergartener being treated in the Jimmy Fund Clinic for two brain tumors.

Kira's mother and Team Captain, Renée Corning, found the Walk to be an ideal vehicle for friends and family who wanted to do something to support Kira. Both the team and its funds grew quickly, thanks to Renée's aggressive recruiting tactics. She asked everyone she could think of to be part of the team and, if they declined, she told them of the [Virtual Walker](#) option. If that still didn't get them, she then suggested they contribute to the team's fundraising efforts.



Kira's Kruisers had tremendous success in its first year raising nearly \$17,000, while also having a wonderful experience Walk day. Renée and Kira's Kruisers plan to Walk again in 2008 to raise cancer awareness and funds to help other families benefit from Dana-Farber's research and care.

PRESENTED BY:



*Hyundai Motor America is proud to return for the sixth year as presenting sponsor of the 2008 Boston Marathon® Jimmy Fund Walk.*

IN COOPERATION WITH:



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