

# BOSTON MARATHON® JIMMY FUND WALK

SPONSORED BY  HYUNDAI

## EVENT HANDBOOK



## SEPTEMBER 12, 2010

## WALK TO CONQUER CANCER

 DANA-FARBER  
CANCER INSTITUTE

 The  
Jimmy Fund®

[JimmyFundWalk.org](http://JimmyFundWalk.org)

866-JF-1-WALK

# THE BEST INSPIRATION



*Patients and their families cheer on walkers from the windows of the Jimmy Fund Clinic.*

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# a message from hyundai motor america

## Dear Walkers,

Hyundai Motor America is honored and thrilled to serve as the presenting sponsor of the Boston Marathon® Jimmy Fund Walk for an eighth consecutive year and to continue our 12-year track record of support for Dana-Farber Cancer Institute.

DFCI is truly a unique institution, developing cutting-edge research that is transferred into clinical trials and effective new treatments for patients, while offering compassionate care to everyone who walks through its doors.

We value the vital role corporations play in supporting important causes and organizations that profoundly impact our communities. That is why we have made it a priority to contribute millions of dollars to DFCI throughout the years and to continue our involvement in the Walk each year. Our genuine dedication to this fun and inspiring

event is most evident in the participation of more than 100 of our employees, dealers, and friends on Walk day. Hyundai is also proud to show its commitment to conquering cancer by giving a portion of the sale of each Hyundai vehicle sold in greater New England to Dana-Farber and the Jimmy Fund.

Thank you for your dedication to stopping this disease in its tracks. We look forward to Sept. 12 when we come together on the Walk route to make every step count in conquering cancer.

Sincerely,



Peter C. DiPersia  
Eastern Region General Manager  
Hyundai Motor America

# a message from the walk director

## Dear Walkers,

Thank you for being part of the 2010 Boston Marathon® Jimmy Fund Walk presented by Hyundai. You are part of a 22-year tradition of Dana-Farber patients, survivors, their families and friends, and thousands of people who trek the Walk course each year with one goal in mind: conquering cancer.

Your passion and dedication have helped support the groundbreaking discoveries at DFCI that will ultimately eradicate this terrible disease. The more people supporting this mission, the better the odds of beating cancer. Whether you are a new walker or you've been participating for decades, we hope you will spread the word about the Walk and encourage everyone you know to join you on the course.

Make 2010 the year you go the extra mile: join a team, become a Team Captain, aim to become a Pacesetter and raise \$1,000—or push yourself to reach the next Pacesetter level.

Thank you for your incredible commitment to this Walk and DFCI's lifesaving mission. I'll see you at the Walk Sept. 12, when we take another step along the road toward beating this disease.

Sincerely,



Ann V. Beach  
Director, Boston Marathon® Jimmy Fund Walk

# who we are

## ABOUT THE WALK

The Boston Marathon® Jimmy Fund Walk presented by Hyundai is the largest, single-day participatory event benefiting the Jimmy Fund and Dana-Farber Cancer Institute. It is also the only event, other than the Boston Marathon® itself, sanctioned to travel along the famed 26.2-mile route from Hopkinton to Boston.

Since its inauguration in 1989, the Walk has raised more than \$66 million for research and care to support patients with all forms of cancer. In 2009, the event drew more than 7,600 walkers from 32 states and seven countries.

We look forward to a stellar year in 2010. Thank you for walking!

## ABOUT DANA-FARBER AND THE JIMMY FUND

Dana-Farber Cancer Institute provides expert, compassionate care to children and adults, and is home to groundbreaking cancer discoveries. Since its founding in 1948, the Jimmy Fund has raised millions of dollars through thousands of community efforts to advance Dana-Farber's lifesaving mission. Learn more at [dana-farber.org](http://dana-farber.org) and [jimmyfund.org](http://jimmyfund.org).



# HUNDREDS OF HELPING HANDS



*More than 600 volunteers help support the event and motivate participants on Walk day. Visit [JimmyFundWalk.org](http://JimmyFundWalk.org) for information on becoming a volunteer.*

# fundraising information

## WALKER AGREEMENT

### Fundraising Minimum

As a registered walker, you commit to raise a minimum of \$250 by Nov. 1, 2010. Children 12 years old or younger on Walk day, who participate in the Boston College 5-Mile route or the Dana-Farber 3-Mile route, commit to raising a minimum of \$100. Additional funds above the minimum can be submitted through Dec. 31, 2010.

### Credit Card Policy

To complete registration, all participants must provide credit card information. In the event that the fundraising minimum is not met by Nov. 1, 2010, the participant's credit card is charged the remaining balance.

***Example:** If a walker has only raised \$200 by Nov. 1, 2010, the credit card the walker used to pay the registration fee is charged the remaining \$50.*

### Cancellation Policy

Participants who cancel by noon on Sept. 10, 2010, are not responsible for the fundraising minimum. Any registered walkers (excluding Virtual Walkers—see page 21 for details) who have not cancelled by this date are required to submit the minimum even if they do not attend the event.

*YOUR REGISTRATION FEE IS NON-REFUNDABLE AND NON-TRANSFERABLE.*

*TO CANCEL YOUR REGISTRATION, CONTACT THE WALK STAFF BY NOON ON SEPT. 10, 2010, AT JIMMYFUNDWALK@DFCI.HARVARD.EDU OR 866-JF-1-WALK.*

## HOW TO COLLECT GIFTS

**Ask people to support your Walk by giving in any of the following ways:**

**Credit Cards** Encourage supporters to make online gifts using credit cards, the most efficient and cost-effective way to give.

**Checks or Money Orders** All checks should be made payable to the "Boston Marathon Jimmy Fund Walk." If checks are made out to you, please endorse the back as "Pay to the order of Boston Marathon Jimmy Fund Walk," and sign your name.

**Matching Gifts** Thousands of companies match all or a portion of a charitable gift made by an employee. Have your supporters check with their Human Resources departments to find out if their workplace has this kind of program to help support your Walk.

**Gifts of Stock/Securities** Making gifts of stock or securities rather than cash is easy and offers many benefits. If this option appeals to you or your supporters, visit [jimmyfund.org/stocks](http://jimmyfund.org/stocks) for more information.

## HOW TO SUBMIT GIFTS

### PLEASE DO NOT SUBMIT CASH AT ANY TIME.

If a supporter gives you cash, please submit a personal check or money order made payable to “Boston Marathon Jimmy Fund Walk” for the amount of the cash gift.

Send gifts in a timely manner to:

Boston Marathon® Jimmy Fund Walk  
P.O. Box 3595  
Boston, MA 02241-3595

*Please submit gifts for one walker per envelope. Do not put gifts for multiple walkers in the same envelope.*

To ensure proper credit for your fundraising efforts, please be sure to include the following in each submission envelope:

*GIFTS COLLECTED TO SUPPORT YOUR WALK*

*DEPOSIT SLIP FOUND IN THE TOOLS SECTION ON  
JIMMYFUNDWALK.ORG*

*NAME AND PARTICIPANT ID NUMBER WITH RETURN  
ADDRESS ON OUTSIDE OF ENVELOPE*

## GIFT ACKNOWLEDGMENT FROM DFCI

Supporters receive a tax acknowledgment in the mail if they submit a check of \$50 or more. The letter is sent to the name and address printed on the check.

Supporters receive a tax acknowledgment e-mail if they make a credit card gift online.

# secrets to fundraising success

**Going the distance on Walk day is only half the battle. Every dollar you raise makes a difference in Dana-Farber's mission to conquer cancer. Here are a few fundraising tips and tools.**

**Start Early** Spread the word and let everyone know you are walking.

**Aim High** Set your fundraising goal higher than the \$250 minimum and tell supporters you are determined to reach it (you are only responsible for the \$250 minimum). Suggest a gift amount for them to contribute to your Walk. Don't forget to increase your fundraising goal once you've met it.

**Use Walk's Resources** Make sure to utilize the Walk's resources. Check out the fundraising letter templates and sample press releases, hang the Walk poster or "Support My Walk" flyer in your office. Visit [JimmyFundWalk.org](http://JimmyFundWalk.org) to download these tools and more.

**Go Online** As a registered participant, you have access to online fundraising tools and your personal Walk web page. In addition, take advantage of the Walk Facebook group and walker-specific Facebook badge, downloadable desktop wallpaper, links to videos, and other exciting online features.

**Be Creative** Think of memorable ways to raise funds, such as hosting a party, bake sale, or a garage sale where financial contributions are made to your Walk fundraising efforts.\*

**Ask about Matching Gifts** Many companies will match participant's fundraising dollars. Talk to your Human Resources department for specific information.

**Show Gratitude** Thank supporters by e-mailing or sending thank you notes. Recognition goes a long way, especially when you approach supporters again next year. You can order complimentary Walk note cards by contacting the Walk staff.

For more information and ideas, visit [JimmyFundWalk.org](http://JimmyFundWalk.org) or call 866-JF-1-WALK.

*\* If you plan to hold a fundraising event on behalf of Dana-Farber and the Jimmy Fund, please contact Danielle Grossman at [danielle\\_grossman@dfci.harvard.edu](mailto:danielle_grossman@dfci.harvard.edu) or 866-JF-1-WALK*

# become a pacesetter

**Pacesetters are dedicated and creative fundraisers who raise \$1,000 or more. In 2009, this extraordinary group raised more than \$3.5 million. Become a Pacesetter in 2010 and lead the way in our shared fight against this disease.**

## **PACESETTER BENEFITS**

*SPECIAL PACESETTER T-SHIRT AND BIB NUMBER FOR WALK DAY (For returning 2009 Pacesetters and those who submit \$1,000 or more by Aug. 1, 2010)*

*INVITATION TO ATTEND THE EXTRA MILE BRUNCH IN SPRING 2011*

*SPECIAL-EDITION PACESETTER T-SHIRT AT THE 2011 EXTRA MILE BRUNCH*

*FACEBOOK BADGE THAT UPDATES TO RECOGNIZE YOUR PACESETTER STATUS*

*RECOGNITION IN THE EXTRA MILE BOOKLET*

*THANK YOU GIFT FROM THE JIMMY FUND*

*RECOGNITION FOR REACHING EACH PACESETTER LEVEL*

## **PACESETTER LEVELS**

**PLATINUM** ..... \$10,000 and above

**GOLD** ..... \$6,000 to \$9,999

**SILVER** ..... \$4,000 to \$5,999

**BRONZE** ..... \$2,000 to \$3,999

**IRON** ..... \$1,000 to \$1,999

## **NEW! PACESETTER CHALLENGE**

Banners from last year's Walk have been recycled to create 225 unique, colorful tote bags that will be given to returning 2009 Pacesetters who tally the largest increases over their 2009 fundraising total by Aug. 31, 2010.

## WALKING THE WALK



*Walking the entire 26.2-mile Boston Marathon® course, or even a portion of it, is an amazing feat. For training advice and tips to prepare for Walk day, visit the Tools sections on [JimmyFundWalk.org](http://JimmyFundWalk.org).*

# walking as a team

## **TRAIN TOGETHER. FUNDRAISE TOGETHER. WALK TOGETHER!**

**Join forces with friends, family members, and colleagues. The miles are more fun when you walk as a team.**

### **START A TEAM**

Read the Team Captain Handbook, a great resource if you're interested in starting a team. It is located on the Team Information page of *JimmyFundWalk.org*. Captains of teams raising \$10,000 or more are invited to the Extra Mile Brunch held in 2011.

### **JOIN A TEAM**

**If you registered as an individual**, log in to MyHQ on the navigation bar on the Walk website and edit your online profile to join a team.

### **EXPAND YOUR TEAM**

#### **Simple ways to grow your team:**

*ASK EACH TEAM MEMBER TO RECRUIT ONE MORE PERSON TO JOIN YOUR TEAM*

*ENCOURAGE THOSE WHO CAN'T MAKE IT ON WALK DAY TO BECOME VIRTUAL WALKERS (see page 21)*

*CHALLENGE YOUR TEAM TO TURN AT LEAST ONE SUPPORTER INTO A WALKER*

### **TEAM RECOGNITION**

#### **The top 10 teams\* in each of the following fundraising categories are recognized at the Extra Mile Brunch:**

*TOP FUNDRAISING TEAMS*

*THE HIGHEST FUNDRAISING AVERAGE PER TEAM MEMBER*

*THE MOST PACESETTERS*

*THE HIGHEST PERCENTAGE OF PACESETTERS*

*TOP 10 NEW TEAMS*

*TOP 10 TRIBUTE TEAMS*

*TOP 10 CORPORATE TEAMS*

*\* Teams are considered for recognition only if every team member has satisfied the Walk's minimum fundraising requirement*

# walk weekend

**The Walk will be held Sunday, Sept. 12. Please refer to pages 14 through 21 for details about starting times, directions, and transportation for each route.**

## WHAT TO BRING

Seasoned walkers recommend bringing a small backpack or fanny pack with the following items:

*CAMERA*

*SUNGLASSES AND SUNSCREEN—EVEN IF IT'S NOT SUNNY  
(Preferably sweat-and water-resistant sunscreen)*

*EXTRA SOCKS AND PETROLEUM JELLY FOR  
BLISTER PREVENTION  
(TIP: Rather than cotton, try a pair of socks made of a wicking material)*

*A MINI FIRST-AID KIT WITH BAND-AIDS AND PAIN  
RELIEVERS*

*WALLET WITH ID AND A SMALL AMOUNT OF CASH  
AND/OR CREDIT CARD*

*CELL PHONE*

## WHAT NOT TO BRING

*LARGE STROLLERS OR CARRIAGES  
(Only collapsible carriages are permitted on buses)*

*INLINE SKATES, SKATEBOARDS, BICYCLES, SCOOTERS, ETC.  
PETS*

## HELP THE WALK GO GREEN

In an effort to be environmentally friendly, the Walk staff encourages participants to carpool or take public transportation.

## WHAT TO DO AND WHERE TO GO

### Check-in and Start

You can check in at any of the four start locations on Walk day or at “Early Check-in” on the afternoon of Saturday, Sept. 11, at Babson College. At each check-in and start location, you can do the following:

*PICK UP YOUR BIB NUMBER AND/OR EVENT T-SHIRT  
IF YOU HAVE NOT ALREADY RECEIVED ONE*

*TURN IN ANY COLLECTED FUNDRAISING MONEY THAT  
YOU HAVE NOT YET SUBMITTED (Refer to page 6 for  
information on collecting and submitting gifts)*

*REGISTER FRIENDS AND FAMILY MEMBERS WHO HAVE  
NOT YET SIGNED UP; ANYONE INTENDING TO WALK THE  
COURSE MUST BE A REGISTERED PARTICIPANT. PRE-  
REGISTRATION IS PREFERRED (Please note that event  
weekend registration fee is \$40 rather than \$20)*

## Along the Route

Support is provided for all walkers on each route:

*TWELVE REFUELING STATIONS ARE LOCATED ALONG THE COURSE WITH SNACKS, BEVERAGES, PORT-A-JOHNS, AND MEDICAL SUPPORT*

*LUNCH IS SERVED TO WALKERS ON THE FULL AND HALF MARATHON COURSES*

*MEDICAL "SWEEP" BUSES DRIVE ALONG THE WALK ROUTE; TO CATCH A RIDE, WAIT AT A REFUELING STATION OR AT A MILE MARKER ALONG THE COURSE*

## Finish

The finish line celebration area is located at Copley Square in Boston. For detailed information and directions, please refer to page 22.

## EARLY CHECK-IN

Walkers may check in Saturday, Sept. 11, from 1 PM to 4 PM at Babson College.

*Babson College, Knight Auditorium  
Babson Park, MA 02457*

## Early Check-in Driving Directions & Parking

Parking at Babson College is only available on Saturday for Early Check-in. **There is no parking on campus Sunday.** Please refer to the route details section on page 16 for more information.

**FROM POINTS NORTH AND SOUTH** Follow Interstate 95/Route 128 to Exit 21 (21B from the north) for Route 16 Newton/Wellesley. At the end of the exit ramp follow signs for Route 16 West (Washington Street). Follow Route 16 for approximately 2 miles and turn left onto Forest Street. (This will be the seventh light and there is a sign directing you to Babson). Proceed on Forest Street for approximately 1 mile (passing through one major intersection with a four-way stop). The main entrance to Babson College will be on your right.

**FROM POINTS EAST OR WEST** Take the Massachusetts Turnpike (Interstate 90) to Interstate 95/Route 128. After the tolls, follow signs to Route 95/128 South to Exit 21B (Route 16 Newton/Wellesley) and follow the directions above.

# hopkinton 26.2-mile route details

**Check-in and rolling start**.....5:30 – 7:30 AM  
*Hopkinton Center School, Hopkinton, Mass.*  
**Sponsored by AutoTrader.com**

**Copley Square Finish Line** .....11 AM – 6 PM  
*Copley Square, Boston*

## DRIVING DIRECTIONS AND PARKING

### Driving to Hopkinton

Parking for participants is available in the Hopkinton Middle and High School lots.

*Hopkinton Middle School and High School  
 89 Hayden Rowe Street  
 Hopkinton, MA 01748*

Take the Massachusetts Turnpike (Interstate 90) to Interstate 495 South. Follow 495 South to Exit 21A to Hopkinton/West Main Street. Follow the exit and drive straight on West Main Street for 2.1 miles. Turn right onto Grove Street/Route-85 which turns into Hayden Rowe Street, and drive .7 miles until you reach the Hopkinton Middle School on the left. Shuttle buses will be available to bring walkers to the starting location at the Center School.

### Driving to Copley Square

Please refer to the “Finish Line Details” section on page 22 for directions and parking information.

## SHUTTLE BUS INFORMATION TO START AND FINISH

Walkers starting in Hopkinton can either park at Copley Square and take a shuttle bus to the starting line in the morning, or drive to Hopkinton and take a shuttle bus back to their cars upon completion of the Walk.

### Shuttle Buses from Copley Square to Hopkinton Start.....5 - 6:45 AM

*Bus pick-up is on St. James Avenue across  
from the Fairmont Copley Plaza Hotel*

### Shuttle Buses from Copley Square Finish to Hopkinton Parking.....2:30 - 7 PM

*Bus pick-up is on St. James Avenue across  
from the Fairmont Copley Plaza Hotel*

# PAYING TRIBUTE



*The hundreds of reasons why  
participants walk are captured  
on the Walk day Tribute Walls.*

## A TEAM EFFORT



*Nearly 80 percent of all participants walk as members of more than 750 teams.*

# babson to boston 13.1-mile route details

**Check-in and rolling start**.....8:30 – 11 AM  
*Babson College, Knight Auditorium Parking Lot, Babson Park, Mass.*

**Copley Square Finish Line** .....11 AM – 6 PM  
*Copley Square, Boston*

## DRIVING DIRECTIONS AND PARKING

### Driving to Babson College

Parking will be available for \$5.75 for Walk participants at the Riverside MBTA Station. **Please note that no parking is available at Babson nor in the surrounding neighborhoods.** All walkers must park at Riverside Station and take a shuttle to the Babson start.

*Riverside Station  
271 Grove Street  
Newton, MA 02146*

Take Interstate 95/Route 128 to Exit 22 for Grove Street/Riverside MBTA Station. Merge onto Grove Street. Riverside Station is on the left. Shuttles are provided to bring walkers from the parking area to Babson College.

### **Driving to Copley Square**

Please refer to the “Finish Line Details” section on page 22 for directions and parking information.

### **TAKE THE MBTA**

Ride the D (Riverside) branch of the Green Line to the Riverside Station. Shuttle buses to Babson are available in the parking area.

### **SHUTTLE BUS INFORMATION TO START AND FINISH**

Walkers starting at Babson can park at Copley Square and take a shuttle bus to the starting line in the morning, take the MBTA Green Line, or drive to Riverside Station and take a short shuttle bus to the starting line. Shuttle buses will return walkers to Riverside upon completion of the Walk.

### **Shuttle Buses from Copley Square**

**to Babson College**.....8 – 10 AM

*Bus pick-up is on St. James Avenue across from the Fairmont Copley Plaza Hotel*

### **Shuttle Buses from Riverside**

**Station to Babson College** .....8 – 10 AM

*Bus pick-up is in parking area of Riverside Station*

### **Shuttle Buses from Copley Square**

**Finish to Riverside Station** .....1:30 – 7 PM

*Bus pick-up is on St. James Avenue across from the Fairmont Copley Plaza Hotel; please note that buses will deliver walkers to Riverside only; there will be no return buses to the Babson campus*

# boston college

## 5-mile route details

**Check-in and rolling start**.....9:30 – 11:30 AM  
*Edmonds Hall Parking Lot,  
 Boston College, Chestnut Hill, Mass.*

**Copley Square Finish Line**.....11 AM – 6 PM  
*Copley Square, Boston*

### DRIVING DIRECTIONS AND PARKING

#### Driving to Boston College

Parking is available to walkers in the Alumni Stadium parking garage, located at:

*Boston College  
 140 Commonwealth Avenue  
 Chestnut Hill, MA 02467*

**FROM POINTS NORTH & SOUTH:** Take Interstate 95/Route 128 to Exit 24 (Route 30). Follow Route 30 (also known as Commonwealth Avenue) east for about 5 miles to Boston College. Go past the main gate, turn right onto St. Thomas More Road, and follow to Beacon Street. Turn right onto Beacon Street and take first right into the parking garage. Once you've parked, exit the garage and head toward Commonwealth Avenue to locate the starting line.

**FROM POINTS WEST:** Take the Massachusetts Turnpike (Interstate 90) to Exit 17. At the first set of lights after the exit ramp, take a right onto Centre Street. Continue on Centre Street to the fourth set of lights, and turn left onto Commonwealth Avenue. Follow Commonwealth Avenue 1.5 miles to Boston College. Go past the main gate and turn right onto St. Thomas More Road into Beacon Street parking garage near the Alumni Stadium. Once you've parked, exit the garage and head toward Commonwealth Avenue to locate the starting line.

#### Driving to Copley Square

Please refer to the "Finish Line Details" section on page 22 for directions and parking information.

# SETTING THE PACE

## TAKE THE MBTA

Ride the B (Boston College) branch of the Green Line until it ends at Boston College Station. Follow signs to the Walk Start area.

## SHUTTLE BUS INFORMATION TO START AND FINISH

Walkers participating in the 5-Mile route can take the MBTA on the Green Line's B branch to Boston College, drive and park at the starting location, or park at Copley Square and take a shuttle bus to the starting line in the morning. Shuttle buses will be available from Copley Square for walkers who park at Boston College to return them to their cars upon completion of the Walk.

### Shuttle Buses from Copley Square to Boston College Start .....9 - 10 AM

*Bus pick-up is on St. James Avenue across from the Fairmont Copley Plaza Hotel*

### Shuttle Buses from Copley Square Finish to Boston College.....1 - 4 PM

*Bus pick-up is on St. James Avenue across from the Fairmont Copley Plaza Hotel*



*Pacesetters—Walkers who raise \$1,000 or more—are recognized on Walk day with special T-shirts and bib numbers.*

# dana-farber 3-mile route details

**Check-in** .....12:30 – 1:45 PM

**Official Start** .....2 PM

*Dana-Farber Cancer Institute, Boston*

*Sponsored by Sun Life Financial*

**Copley Square Finish Line** .....11 AM – 6 PM

*Copley Square, Boston*

## DRIVING DIRECTIONS AND PARKING

### Driving to Dana-Farber Cancer Institute

Parking is available at the following location:

*375 Longwood Garage*

*375 Longwood Avenue*

*Boston, MA 02115*

**FROM POINTS NORTH** Take Interstate 93 to Storrow Drive West. Continue for 1.5 miles, take “Kenmore Square/Fenway, Route 1S” Exit, to the left, and stay in the far left lane as you drive up the ramp. At the first light, bear right on Boylston Street (outbound) and continue straight as the road merges onto Brookline Avenue. At the fourth light, turn right onto Longwood Avenue to park in the 375 Longwood Garage.

**FROM POINTS SOUTH** Take Interstate 93 to Exit 16, “Andrew Square.” At the light at the top of the ramp, turn left. At the fourth light, turn left on Melnea Cass Boulevard and continue for .9 miles to the seventh light, turning left onto Tremont Street. At the first intersection (Boston Police Station on the corner), turn right onto Ruggles Street. At the third light, turn left onto Huntington Avenue. After passing the Massachusetts College of Art, turn right at light on Longwood Avenue. Continue straight to park in the 375 Longwood Garage (on right).

**FROM POINTS WEST** Take Massachusetts Turnpike (Interstate 90) to Exit 22, “Copley Square/ Prudential Center,” bearing left toward Prudential. Merge left onto Huntington Avenue. Follow for 1.3 miles. After passing the Massachusetts College of Art, turn right at light onto Longwood Avenue. Continue straight to the 375 Longwood Garage (on right).

### **Driving to Copley Square**

Please refer to the “Finish Line Details” section on page 22 for directions and parking information.

### **TAKE THE MBTA**

Ride the D (Riverside) branch of the Green Line to Longwood Station. Take a left out of the station, walk up to Longwood Avenue, and take another left over the bridge. Continue walking straight, cross Brookline Avenue, and take a right onto Binney Street. Dana-Farber will be on your right.

## **SHUTTLE BUS INFORMATION FROM FINISH LINE**

Walkers starting at Dana-Farber can take the MBTA to Longwood Medical Area or drive and park at DFCI. Buses will be available to return walkers to the Institute upon completion of the Walk.

### **Buses from Copley Square**

**Finish to DFCI** ..... 3:30 – 5 PM

*Bus pick-up is at Trinity Church located between the John Hancock Tower and the Fairmont Copley Plaza Hotel*

# virtual walker option

For those who are unable to attend the Walk Sept. 12, you can still raise funds to conquer cancer as a Virtual Walker. Virtual Walkers can register on [JimmyFundWalk.org](http://JimmyFundWalk.org). These participants have no fundraising requirement, but those who raise \$250 or more receive a Walk T-shirt following the event.

# finish line details

**Celebrate your completed journey at the Copley Square finish area! Receive a 2010 Walk medal, have an official photo taken on the Boston Public Library steps, and enjoy complimentary food, beverages, and entertainment.**

**Copley Square Finish Line**.....11 AM – 6 PM  
*Sponsored by 7 News/WHDH-TV*

## DRIVING DIRECTIONS AND PARKING

Walkers may choose to drive to Copley Square and take shuttle buses to any of the four starting locations.

### Driving to Copley Square

Parking is available at the Garage at 100 Clarendon, located at 100 Clarendon Street. Visit the information tent at the finish line for a discount voucher while supplies last.

**FROM POINTS NORTH OR SOUTH** Take Interstate 93 North or South toward Boston to the “Storrow Drive” Exit. Follow Storrow Drive to the Massachusetts Avenue (Route 2) Exit on the left. Drive .2 miles and take a left onto Commonwealth Avenue (Route 2 East). Drive .7 miles and take a left onto Clarendon Street (Route 28 South). After you cross Boylston Street, you will see Trinity Church. Walkers and volunteers may be dropped off here. To park, continue straight past Trinity Church to the Garage at 100 Clarendon, which will be on your right.

**FROM POINTS WEST** Take the Massachusetts Turnpike (Interstate 90) to Exit 22 “Copley Square/ Prudential Center.” Keep right at the fork and follow signs toward Copley. Merge onto Route 9 East/Stuart Street. Drive .1 miles and take a left on Dartmouth Street, then a right onto Boylston Street, followed by an immediate right on Clarendon Street. Walkers and volunteers may be dropped off by Trinity Church. To park, continue straight to 100 Clarendon Street to the Garage at 100 Clarendon, which will be on your right.

*The Garage at 100 Clarendon  
 100 Clarendon Street  
 Boston, MA 02116*

# TRUE HEROES



*Walk Heroes are Dana-Farber adult and pediatric patients who volunteer to be paired with a Walk team, putting a face on why money is being raised to conquer cancer.*

# contact information

Boston Marathon® Jimmy Fund Walk  
10 Brookline Place West, 6th Floor  
Brookline, MA 02445-7226

**Phone** 866-JF-1-WALK (866-531-9255)

**Fax** 617-632-4070

**E-mail** [jimmyfundwalk@dfci.harvard.edu](mailto:jimmyfundwalk@dfci.harvard.edu)

**Website** [JimmyFundWalk.org](http://JimmyFundWalk.org)

## SUBMITTING GIFTS

*Address to submit collected checks only:*

Boston Marathon® Jimmy Fund Walk  
P.O. Box 3595  
Boston, MA 02241-3595

Be sure to include name, participant ID number, and address on the outside of the submission envelope. All checks should be made payable to “Boston Marathon Jimmy Fund Walk.”

## JIMMY FUND WALK STAFF

**Ann Beach**, Director

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