



benefiting **CureSearch** for Children's Cancer

Frequently Asked Questions

If you crave adventure, love the outdoors and welcome a challenge then this is the experience for you! Thank you for taking the first step toward this new and exciting adventure! Through Ultimate Hike for a Cure, you will challenge yourself, meet new people and make a difference in the lives of children with cancer.

WHAT IS AN ULTIMATE HIKE?

An Ultimate hike is characterized as one that consumes most of the day in a challenging adventure in a spectacular natural setting. This is a true Ultimate challenge...on May 14, 2011, you will hike the 30.1 miles of the Appalachian Trail while you help raise money towards finding the cure for Children's cancer, the #1 cause of death by disease in children.

ABOUT THE APPALACHIAN TRAIL

Beginning at Iron Mountain Gap in Tennessee, your hike will take you through the Pisgah National Forest and end at the Apple House Shelter in North Carolina. For more information on this particular hike route, visit: www.appalachiantrail.org to map the hike.

WHAT'S INCLUDED IN MY HIKE EXPERIENCE?

- Hotel accommodations for two nights in Banner Elk, NC.
- Transportation to and from the Appalachian Trail on Hike Day.
- Trail support at three locations throughout your journey, including hydration, energy bars, first aid and much more.
- Ultimate Hike for a Cure wicking shirt.
- Specialized training program including a daily workout calendar and bi-weekly group hikes.
- Support and coaching from experienced Hike Leaders and CureSearch staff.
- Pre-Hike Pasta Party to carb load before the big day.
- Post-Hike Victory Breakfast to celebrate your success.

IS THERE A FEE TO PARTICIPATE?

Each Ultimate Hiker will be asked to raise a minimum amount of funds to cover their expenses and to help CureSearch continue its mission to find a cure for children's cancer. A \$100 registration fee will be charged at the time of registration and will be credited towards your fundraising. Nearly 90 cents on every dollar raised goes to finding the cure for children's cancer.

HOW WILL I REACH MY GOALS?

CureSearch will provide a personalized fundraising webpage for all Hike participants, as well as fundraising materials, tips and advice.

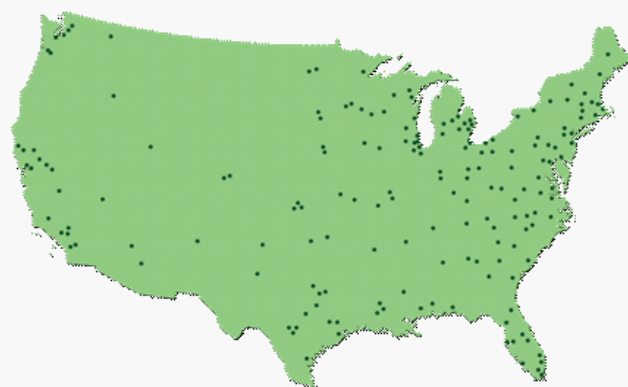
Each Ultimate Hiker will be provided with a specialized training program and will be invited to bi-weekly training sessions to take place in or around the Atlanta area. You'll receive motivation, advice, tips and have all of the necessary resources available to complete your journey!

CureSearch for Children's Cancer

CureSearch for Children's Cancer funds the lifesaving, collaborative research of the Children's Oncology Group, the largest, cooperative pediatric cancer research organization in the world—essentially a “cancer center without walls.” With more than 5,000 physicians, nurses, and other researchers at 210 hospitals in North America and around the world, this group treats 90% of children with cancer.

Children's Cancer Facts

- Cancer is the #1 cause of death by disease in children.
- Nearly 13,500 children and adolescents are diagnosed with cancer each year.
- 1 child out of 5 who is diagnosed with cancer dies.
- 3 out of 5 children who survive cancer suffer devastating, long-term side effects.
- More than 40,000 children are undergoing treatment for cancer.



Children's Oncology Group Hospitals in the U.S.

HOPE AND HELP THROUGH RESEARCH

Through collaborative research, the Children's Oncology Group has improved cure rates for children's cancer at a pace much faster than any one individual or single institution could accomplish alone.

The Children's Oncology Group research has turned children's cancer from a virtually incurable disease 40 years ago to one with an overall cure rate of 78 percent. Our goal is a 100 percent cure rate.

Only research cures children's cancer.