



Ride for Kids[®]

EDITION

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Ride for Kids[®] Raises a Record \$3.8 Million

Volunteer Spirit and Generosity Mark Banner Year

Even as long summer days gave way to fall skies and lower temperatures, there was no shortage of dedicated motorcyclists around the country who continued to demonstrate their commitment to finding a cause and cure for childhood brain tumors. A record number of events were conducted in 2004 – 29 in all. Even better, the Pediatric Brain Tumor Foundation (PBTF) announced that all together, the 2004 Ride for Kids[®] program raised an incredible \$3.8 million in donations and sponsorships. As the 2004 season comes to a close, we would like to thank everyone involved for making this a record breaking year at the PBTF. We look forward to seeing you again in 2005.



Birmingham Ride for Kids[®]
“Star” Ryan enjoying himself

Birmingham Rolls Out Red Carpet

Sunday, September 26, marked the 3rd Annual Birmingham Ride for Kids[®]. Months of hard work on the part of over 650 motorcyclists and families paid off when it was revealed that \$101,455 had been raised for pediatric brain tumor research.

The motorcyclists enjoyed a police-escorted ride through Alabama’s countryside before gathering under the festive “big-top tent” at the University of Montevallo for a moving Celebration of Life program. Nine excited Ride for Kids[®] stars, ranging in age from 18 months to 15 years old, took to the stage to meet the riders. Ten-year old Michael told the audience that he recently won an eating contest against some of his buddies—

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Seven Cities Added for 2005

The nationally-renowned Ride for Kids[®] program wrapped up 2004 by breaking its own fundraising record for the 21st consecutive year. Thousands of motorcyclists on touring machines, cruisers, sport bikes, vintage bikes and dual-sport machines attended 29 Ride for Kids[®] events across the country to manifest their support for children battling brain tumors. In so doing, more than \$3.8 million was raised to fund the foundation’s research and family support programs.

“Everywhere in this great country of ours, motorcyclists have rolled up their sleeves and said, ‘I am going to make a difference in the life of a child with a brain tumor,’” said PBTF President Mike Traynor. “On behalf of these kids and their families, we thank each and every rider for providing the fuel we need to fund the research engine that is driving us toward a cure.”

The Ride for Kids[®] 2004 Top Fundraisers were Scott and Mary Jo White of Phoenix, Arizona, who raised \$67,000. The Whites, who lost their daughter Nikki to a brain tumor, dedicated the funds to her memory. Motorcycle riding clubs and dealers are instrumental in the success of the Ride for Kids[®] program, working tirelessly during the year to raise funds and organize riders for their local events. The customers of Nielsen Enterprises, a multi-brand motorcycle dealership in Lake Villa, Illinois, brought \$110,740 to the Chicagoland Ride for Kids[®], more than any other dealership in 2004. The Top Chapter/Club award went to the Gold Wing Road Riders Assoc. (GWRRA) IL-G2 in Gurnee, IL, whose members raised \$102,558, also for the Chicagoland Ride for Kids[®].

“We acknowledge the tremendous support of our Presenting Sponsor, the Honda Riders Club of America, who have been with us since 1991,” said Mike Traynor. “American Honda provides a brand new Honda motorcycle at every Ride for Kids event and encourages their dealers to support our programs, which allows us to channel even more funds into our research and family support programs.”

In 2005, the Ride for Kids[®] program will be in 36 cities, including for the first time, Cleveland, OH; Las Vegas, NV; Philadelphia, PA; Portland, OR; Salt Lake City, UT; San Diego, CA; and South Florida (Sunrise, FL). Information on the complete 2005 Ride for Kids[®] program is available at www.rideforkids.org. □

FROM THE PRESIDENT'S DESK ...by Mike Traynor



For most of us, January is a time to enjoy winter sports as we maneuver our way through varying amounts of ice and snow. If you are a motorcyclist in a wintry area, you can either put sheet metal screws in your tires, hunt down a Trelleborg dealer for tires with sticky winter rubber and tungsten tips, or just reluctantly wait for dry roads. Winter is also a great time to polish up our favorite steed and do some preventative maintenance to make sure it will run at full tilt when the ice and snow depart.

Longtime riders say the best thing about winter is the first sign of spring, when the tree branches begin to show tiny nubs of bloom and the yellow daffodils bravely defy the snow by pushing their noses through the cold white ground cover. For the hardest souls who rush the riding season, there is the thrill of flirtation with early morning black ice after a 38-degree springtime sunrise. The good news is that ultimately the rain washes the salt off the highway so you can venture out into the sublime world of riding on dry roads.

On the road again. Ah, the rush of adrenaline that accompanies those first few miles. And oh, how we reclaim that feeling of being alive, some of which has been missing since the last ride in the early winter chill of 2004. I personally find spring to be a time of hope as I map out my summer riding and camping trips, plan which Ride for Kids® events I will attend and prepare to immerse myself in the revitalizing act of riding my motorcycle.

We had the occasion to experience something similar to this scenario at the recent annual conference of the Society of Neuro-Oncology. These meetings are akin to bringing together all the best engine builders in the world from NASCAR, NHRA, AMA, Moto-GP and Formula 1 and having them share with each other their most recent discoveries. If you are saying, "I don't think so..." I would agree with you. But when it comes to saving the lives of children and adults with brain tumors, the stakes are much higher. Fortunately for all of us, there is a strong collegial sharing spirit among the medical research community as they cooperate to rapidly advance the understanding of brain tumors. During this conference, we heard the results of many exciting new discoveries. It was particularly encouraging to see that several of the studies presented were funded by Pediatric Brain Tumor Foundation grants, confirming the wisdom of our Scientific Review Committee, who guided us through the selection of those grants.

This annual conference represents the "spring time" for the Neuro-oncology community, when hope emerges from celebrated researchers and clinicians and we see another season of discovery move forward. During the closing ceremonies of this meeting, the Pediatric Brain Tumor Foundation received an award of recognition for our longstanding financial support of this critically important conference, and for our many years of funding vital special projects, such as the creation of the prestigious medical journal, *Neuro-Oncology*. Upon accepting this award, I had the opportunity to share the hopes each of us has for the researchers' success in their quest to find a cure for childhood brain tumors. I also thanked them on behalf of every family around the world who is counting heavily on the success of their research.

None of that would be possible were it not for each of you who supports and participates in one or more of our Ride for Kids® events. We send you our deepest gratitude for enabling us to conduct such outstanding research. And we promise that we will continue to work diligently to find the cause and cure for childhood brain tumors as we partner with the finest researchers in the world.

It is because of your caring help that we are now seeing the children live longer and even have the chance to attend college through the Pediatric Brain Tumor Foundation-Joe Parkhurst/Cycle World Magazine Scholarships.

Ride safe and take care of yourself, as you are one of the best friends the kids have.

Mike Traynor □

RESEARCH UPDATE



Active Grants and Programs in 2004

The Pediatric Brain Tumor Foundation's primary mission is to fund pediatric brain tumor research. Its grant funding program depends on the guidance of a highly qualified Scientific Advisory Board, which reviews all grant proposals to ensure that they demonstrate standards of scientific merit. Grants awarded by the PBTF know no geographic limitations; the goal is to fund the world's most promising research, and make that research available to help children everywhere.

Research associated with the Foundation is currently being conducted in the United States, Germany, United Kingdom, South Korea, Australia and Canada. In 2003, the PBTF made history by establishing the first-ever Pediatric Brain Tumor Foundation Institute housed at Duke University Medical Center. The Pediatric Brain Tumor Foundation Institute at Duke will be funded over six years by a six million dollar grant from the PBTF. It conducts basic and translational research devoted specifically to finding the cause of pediatric brain tumors and developing more targeted, less invasive treatment protocols.

In addition to its new Institute, the PBTF continues to fund numerous efforts devoted to finding a cure for pediatric brain tumors. We have great hope for the success of these efforts and express our deep gratitude to the researchers, their institutions and the thousands of donors who fund these research and family support programs.

Basic Research Grants

- David M. Ashley, MD, PhD, Murdoch Children's Research Institute, Australia
- Kwong-Kwok Wong, PhD, Baylor College of Medicine, Texas
- Zhimin Lu, MD, PhD, MD Anderson Cancer Center, Texas
- Maribel Vasquez, Sc.D., The City College of New York
- G. Yancey Gillespie, PhD, University of Alabama at Birmingham
- Rosalind A. Segal, MD, PhD, Dana-Farber Cancer Institute, Massachusetts
- James Rutka, Labatt Brain Tumor Center, Canada
- Cynthia Wetmore, MD, PhD, Mayo Clinic, Minnesota
- John Sampson, MD, PhD, Duke University Medical Center

Clinical Research Project Grants

- Alyssa Reddy, MD, PhD, University of Alabama

Translational Research Project Grant

- Darell Bigner, MD, PhD, Duke University Medical Center
- Tom Curran, PhD, St. Jude Children's Research Hospital

Society of Neuro-Oncology

- Society for Neuro-Oncology Foundation Partner
- Basic Research Award of Excellence, Michael Taylor, MD, PhD, St. Jude Children's Research Hospital

Central Brain Tumor Registry

- Epidemiology Grant

Brain Tumor Epidemiology Consortium Meeting

- Massachusetts Meeting Sponsor
- Ontario Meeting Sponsor

Pediatric Brain Tumor Foundation Institute at Duke

Darell Bigner, MD, Director

Research award to establish a research institute at Duke University Medical Center dedicated to pediatric brain tumor research

- Project One: *Establishment of Cell Lines, Xenografts and Monoclonal Antibodies*, PI: Darell D. Bigner, MD, PhD
- Project Two: *Serial Analysis of Gene Expression of Childhood Brain Tumor*, PI: Hai Yan, MD, PhD



- Project Three: *Altered Signal Transduction Pathways and Small Molecule Inhibitors*, PI: Jeremy Rich, MD
- Project Four: *Gene and Radiotherapy*, PI: Michael Zalutsky, PhD
- Project Five: *Definition of Non-AGT/DNA Mismatch Repair Deficiency Mechanisms of Resistance to Temozolomide*, PI: Henry Friedman, MD
- Tissue Bank Core, PI: Roger McLendon, MD
- Investigational New Drug and Reagent Preparation, PI: Carol Wickstrand, PhD
- Pilot Project Core, PI: Darell Bigner, MD, PhD

International Symposium on Pediatric Neuro-Oncology

- Sponsorship of Bi-Annual Meeting - Boston

Peter Steck Memorial Research Award & Lecture, MD Anderson Cancer Center

- Investigator Award, Michael D. Taylor, MD, PhD, St. Jude Children's Research Hospital
- Lecture Award, Tak W. Mak, PhD, Professor of Medical Biophysics, University of Toronto

American Association of Neuro Surgeons/CNS Bi-Annual Meeting

- Best Resident Abstract Award – Avinash L. Mohan, MD

Association of Pediatric Oncology Social Workers

- Sponsorship of Annual Meeting Education Day for new Social Workers

Family Support Program

- 55 College Scholarships funded by the Pediatric Brain Tumor Foundation
- Informed Parent Internet Conference Series – Nine archived broadcasts
- Full time Family Support Program Coordinator, 800 Help-Line
- Patient Education and Resource Materials
- Helping Hand and Caring Hand national newsletters
- Pediatric Brain Tumor Foundation web site
- Sponsored by Lutheran General Hospital "Peeds in the Weeds" Picnic □

Ride for Kids®

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who happen to be firefighters. Fifteen-year old Sheena proudly told the crowd that she was getting her driving permit in a few days. Yancey Gillespie, PhD, a neuro-oncology researcher and member of the Pediatric Brain Tumor Foundation's Scientific Advisory Board, reminded participants that the Birmingham Ride for Kids® was



Ride for Kids® "Star" Jalen and friend getting ready to ride

getting bigger and better each year. He thanked everyone for their part in making a difference in childhood brain tumor research. His sentiments were then echoed by Dr. Alyssa Reddy, a researcher and clinician who has received research funding from the Foundation.

The Top Individual Fundraiser was Gordon Banks who raised

\$24,000. The Top Club was the Southern Cruiser's whose member's raised \$48,588. Lake Hill Motors was the Top Dealer whose customers raised \$24,000. Gordon Banks of Huntsville, AL was the winner of a brand new Honda motorcycle donated by the American Honda Motor Company.

Special thanks to Birmingham Ride for Kids® Task Force Leaders Jimmy and Gail Horn and their remarkable team of dedicated volunteers for a wonderful event.

Sacramento Ride Marks 12th Year

On Sunday, October 3, 850 motorcyclists, fundraisers, volunteers and patient families gathered at the Yolo County Fairgrounds in Woodland, California to celebrate the 12th Annual Sacramento Ride for Kids®. The sunny blue skies mirrored the crowd's disposition when it was announced that this year's ride had raised a record-setting \$245,942 for pediatric brain tumor research.

After a police-escorted ride through California's Gold Country, everyone gathered for a spirited Celebration of Life program which featured 21 courageous Ride for Kids® "stars" who are young brain tumor survivors. Fifteen-year old Cameron beamed as he said, "Thank you for letting us go riding with you today. It was awesome!" Twenty-eight-year old Adena, a 12-year brain tumor survivor, gave an emotional speech that offered words of encouragement to the other Ride for Kids® "stars" and their families. Parent Kirk Harry, who lost his son, Sam, to a

childhood brain tumor, told the participants, "I believe that there is a cure out there. I know that the Pediatric Brain Tumor Foundation has the knowledge of where to fund pediatric brain tumor research and find the cure." Following his remarks, Dr. Mike Edwards, a neuro-oncologist and neurosurgeon, reiterated the importance of funding



Ride for Kids® "Star" Ciara and Sydney get ready to ride at the 2004 Sacramento Ride for Kids®.

pediatric brain tumor research.

Kirk and Ann Harry were the Top Individual Fundraisers, raising \$65,000. The Harry's fundraising efforts are dedicated to the memory of their son, Sam, who lost his battle to a childhood brain tumor. The Top Club position went to the Sam Harry Foundation whose members raised \$65,000. The Top Dealer spot was captured by Jim & Jim's Yamaha whose customers raised \$28,098. Ann and Kirk Harry of El Dorado Hills, CA were the winners of a brand new Honda motorcycle donated by the American Honda Motor Company.

Extra special thanks to Sacramento Ride for Kids® Co-Task Force Leaders Jack and Lillian Cushman, Bill and Sue Neander, Visitation Coordinator Kathy Carlson and their wonderful, hardworking team of volunteers for a fabulous event.

Motorcyclists Demonstrate Texas-Size Hearts

On Sunday, October 10, over 250 caring motorcyclists, fundraisers, volunteers and patient families gathered for the 2nd Annual Dallas/Fort Worth Ride for Kids®. Smiles as big as Texas were evident when the motorcyclists learned that they had raised \$45,695 to fund pediatric brain tumor research.



Dallas-Ft. Worth Ride for Kids® "Stars" and Ride for Kids® Manager Mark Muhlenfeld announce total funds raised at 2004 event.

After enjoying a scenic police-escorted motorcycle ride past beautiful rolling horse farms and countryside south of Dallas/Fort Worth, the participants gathered for a Celebration of Life program under a colorful "big-top" tent. The program honored seven courageous Ride for Kids® "stars," all of whom were pediatric brain tumor survivors and ranged in age from 15 months old to 20 years old. The crowd listened as Kristan, the mother of 15-month old Cassie, shared how much hope her friends have given her family since Cassie was diagnosed with a brain tumor in 2003. "I want to thank you for helping, not just my child, but for helping all children and families affected by this disease," she said. Annelda, a 17-year old survivor, proudly announced that she will begin college next fall and plans to study astronomy. Twenty-year old Jeana, a recipient of a Pediatric Brain Tumor Foundation college scholarship, told everyone that she is studying pre-med and wants to attend medical school to become a pediatric neurosurgeon.

The Top Individual Fundraiser was Jasmine Kahn, with a total of \$4,030. The Top Club was Barger's Red Riders of Waco, TX whose members raised \$9,959. Barger's Allsports of Waco, TX, whose customers raised \$11,655, captured the Top Dealer position. Sam Farr of Frisco, TX, who actually had attended the Columbia Ride for Kids® for several years before moving to Texas, was the winner of a brand new Honda motorcycle donated by American Honda Motor Company.

Special thanks to Dallas/Fort Worth Ride for Kids® Task Force Leaders Jim Andrews, JR Nance, Visitation Coordinator Mike Culpepper and their hardworking volunteer task force for a super event.



Ride for Kids® "Star" Marissa and friend at 2004 Phoenix Ride for Kids®

Phoenix Riders Cruise to Valley of the Sun

Gorgeous blue skies streaked with wispy white clouds marked the 8th Annual Phoenix Ride for Kids® on Sunday, October 17. This year's event, in which 600 motorcyclists, fundraisers, volunteers

and patient families came together at Glendale Arena in Glendale, AZ, raised \$161,172 to support the Foundation's research and family support programs.

Motorcyclists and families gathered under a celebratory "big-top" tent for an inspiring Celebration of Life program following a police-escorted ride through the scenic Valley of the Sun. Eight young brain tumor survivors took the stage to share their heartwarming stories. Four-year old Ride for Kids® "star" Tanner told the audience that he liked riding with his grandpa. Mike Grijalva, the Service Manager of Western Honda of Scottsdale, told the motorcyclists, "I look around and see all these tough looking bikers, but after we all heard these little stars' stories, we all know who the real tough guys are." Dr. Michael Etzl, a pediatric oncologist, and Dr. Anna Joy, a genetic researcher, congratulated the motorcyclists for their caring support of the kids.

The Top Individual Fundraiser was Nikki's Hope with a total of \$67,000. Scott and Mary Jo White lost their daughter Nikki to a brain tumor and are dedicated fundraisers to help find the cause and cure of childhood brain tumors. The Top Club was GWRRA AZ Chapter D whose members raised a total of \$10,343. Western Honda, whose customers raised \$70,730, was the Top Dealer. Mary Jo White, of Mesa, AZ, was the winner of a brand new Honda motorcycle donated by American Honda Motor Company.

Thanks to Phoenix Ride for Kids® Task Force Leaders Edie and Dave Hewitt, Clark Roushey and their dedicated volunteers for a well-run event.

Louisiana Riders Make a Difference

Motorcyclists in Louisiana came out in full force on Sunday, October 24, to celebrate the 2nd Annual Louisiana Ride for Kids®. With balmy, tropical-like conditions as a backdrop, 275 motorcyclists, fundraisers, patient families and volunteers gathered at SLEMCO (Southwest Louisiana Electric Membership Corporation) in Lafayette to learn that they raised \$30,079 for pediatric brain tumor research.

Louisiana's scenic Acadiana bayou countryside shadowed the motorcyclists as they enjoyed a police-escorted ride. The day's high point was the post-ride Celebration of Life program that featured on-stage interviews with four courageous young brain tumor survivors. Seventeen-year old Darla told the audience, "Thank you so much for what you do. It helps me stay alive. Please keep doing what you're doing, you are my inspiration." Five-year old Garrett proudly told the crowd at last



Baillie, a Louisiana Ride for Kids® "Star," being assisted by a volunteer

year's event he had gotten his freckles off the Internet. This year, he said, "My freckles did not come from the Internet! They came from heaven!" Following these Ride for Kids® "stars" interviews, Ted, a SLEMCO representative, said "I want to thank the Ride for Kids staff for allowing SLEMCO to be part of the Louisiana Ride for Kids. I want to wish all the patient families well and continued good health."

Bullet and Nancy McGee were the Top Individual Fundraisers with a total of \$6,043. The Top Club position went to GWRRA LA Chapter B whose members raised \$14,356. Honda of Lafayette was the Top Dealer with its customers raising \$9,223. Adele and Victor Barnett of Denham Springs, LA were the winners of a brand new Honda motorcycle donated by the American Honda Motor Company. Thanks to Louisiana Ride for Kids® Task Force Leaders Bullet and Nancy McGee and their hardworking volunteer force for a wonderful event.

Florida Motorcyclists Can't Be Stopped by Hurricanes

Despite personal losses due to devastating hurricanes, hundreds of Florida motorcyclists gathered on Sunday, November 7, for the 5th annual Ride for Kids® event in Dunnellon, FL. When the final tally was complete, they had raised \$75,613 to help find the cause and cure for childhood brain tumors.

The brisk fall air invigorated riders as they lined up behind their police escort and rode into the beautiful central Florida countryside. Arriving at Ernie Mills Park in Dunnellon, they gathered together under a billowing "big-top" tent for a moving Celebration of Life program. In a touching commentary, Dunnellon Mayor John Taylor told the riders how proud he was of their hard work to raise funds to help the kids and how pleased he was to be a participating motorcyclist. His sentiments were echoed by Dr. Jill Barnholtz-Sloan, who told the riders, "Thank you, thank you, thank you. Without you, I would not have the funds for my research into early diagnosis, treatment and quality of life for brain tumor patients." Two Pediatric Brain Tumor Foundation scholarship recipients then thanked the riders for helping them make their way through college. Andriana, another brain tumor survivor, delighted the crowd when she said, "This foundation would not be possible without you wonderful people. You give the future to us kids!"

The day's Top Fund Raisers were John and Rose Martens with \$5,002 in donations. The Top Club was Hap's Gulf Coast Rider's with \$34,532 collected and Hap's Cycle Sales was the Top Dealer with \$42,092 raised by their customers. The lucky winner of the Honda motorcycle was Charles Barnett of Long Boat Key, FL. Thanks to Dunnellon Ride for Kids® Task Force Leaders Sharon Richens and Martin and Emily Cyzsz and all the volunteers for their hard work, making this a successful event. ■



Ride for Kids® "Stars" Andriana and Kim with the local police officers at the 2004 Dunnellon Ride for Kids®

PBTF Honors Top Performers in 2004

In 2004, the national Ride for Kids® program raised an incredible \$3.8 million, thanks to the dedication and generosity of thousands of motorcyclists across the country. As a result, the Pediatric Brain Tumor

Foundation (PBTF) has become the largest source of non-governmental funding for pediatric brain tumor research in the world. The PBTF is proud to salute the extra hard work of this year's top performing fundraisers.

Listed below are the top clubs, dealers and shops. Through their efforts, together with all of the fundraisers, we are providing hope and comfort for families around the nation who care for a child with a brain tumor.

2004 National Ride for Kids Top Clubs

<i>Top Performer</i>	<i>Club/Chapter</i>	<i>Location</i>	<i>Total Raised</i>
GWRRRA IL-G2	Gold Wing Road Riders Association	Chicagoland, IL	\$102,558
Southern Cruisers of Birmingham	Southern Cruisers	Birmingham, AL	\$48,588
Northwest Honda Red Riders	Honda Riders Club of America	Houston, TX	\$42,804
GWTA WA-E	Gold Wing Touring Association	Puget Sound, WA	\$26,725
Cycle Conservation Club of Michigan	Dual Sport Club	Ann Arbor, MI	\$21,876
Star Society	Star Touring & Riding Association	Utica, NY	\$18,499
Riders of the Spirit	Christian Motorcycle Association	Sacramento, CA	\$10,784
BMW Owners of Georgia	BMW Motorcycle Owners Association	Atlanta, GA	\$9,703
North Country Retreads	Retreads	Utica, NY	\$8,075
Erie Canal Hog Chapter	Harley-Davidson Owners Group	Utica, NY	\$8,013
AGWA IL-H	American Gold Wing Association	Chicagoland, IL	\$7,305
Honda Sport Touring Association	HSTA Club	Marysville, OH	\$3,881
Red Knights Motorcycle Club GA-1	Red Knights	Atlanta, GA	\$3,271
Blue Knights NY #18	Blue Knights	Hudson Valley, NY	\$3,145
Abate – Local 22	ABATE	Torrance, CA	\$2,855
Women on Wheels	Women on Wheels	Atlanta	\$1,180

2004 National Ride for Kids Top Dealers

<i>Top Performer</i>	<i>Brand/Shop</i>	<i>Location</i>	<i>Total Raised</i>
Nielsen Enterprises, Inc.	Honda Dealer	Lake Villa, IL	\$110,740
Gary's Hobbie Shop	Independent Shop	McDonough, GA	\$50,077
Hap's Cycle Sales	BMW Dealer	Sarasota, FL	\$42,092
Jim & Jim's of Santa Rosa	Yamaha Dealer	Santa Rosa, CA	\$28,098
Sloan's Suzuki	Suzuki Dealer	Murfreesboro, TN	\$26,665
Woodstock Harley-Davidson/Buell	Harley-Davidson Dealer	Woodstock, IL	\$19,041
MR Motorcycle and Marine	Kawasaki Dealer	Asheville, NC	\$12,614

MAILBOX



Ride for Kids® 2005 Schedule

For 2005, the Ride for Kids® program will be in 36 cities across America. Information on the complete 2005 Ride for Kids® program is available at www.rideforkids.org. □

★South Florida

(Sunrise, FL)February 20, Road Ride
Houston, TXMay 1, Road Ride
Torrance, CAMay 15, Road Ride
Triangle Area (NC)May 15, Road Ride
Atlanta, GAJune 5, Road Ride
Richmond, VAJune 5, Road Ride
Kansas City, MOJune 12, Road Ride
San Bernardino, CAJune 12, Dual Sport

★Cleveland, OHJune 12, Road Ride

Pittsburgh, PAJune 19, Road Ride
Knoxville, TNJune 25, Road Ride
Colorado (Golden, CO)June 26, Road Ride
Indiana (South Bend, IN)July 10, Road Ride
Chicagoland (IL)July 17, Road Ride
Utica, NYJuly 17, Road Ride

Minnesota

(White Bear Lake, MN)July 24, Road Ride
Marysville, OHJuly 30, Road Ride

Hudson Valley, NYAugust 7, Road Ride

Madison, WIAugust 7, Road Ride

★Salt Lake City, UTAugust 21, Road Ride

New England

(North Oxford, MA)August 21, Road Ride

Asheville, NCAugust 28, Road Ride

Ann Arbor, MIAugust 28, Road Ride/Dual Sport

Puget Sound (WA)September 11, Road Ride

★Philadelphia, PASeptember 18, Road Ride

St. Louis, MOSeptember 18, Road Ride

Columbia, MDSeptember 25, Road Ride

Birmingham, ALSeptember 25, Road Ride

Sacramento, CAOctober 2, Road Ride

★Portland, OROctober 2, Road Ride

Dallas/Fort-Worth, TXOctober 9, Road Ride

★Las Vegas, NVOctober 9, Road Ride

★San Diego, CAOctober 16, Road Ride

Phoenix, AZOctober 16, Road Ride

Louisiana

(Lafayette, LA)October 23, Road Ride

Dunnellon, FLNovember 6, Road Ride

★first-time events

Hi! I'm 11 years old. I am in 6th grade. My name is Megan. I have two younger sisters both with brain tumors. Jessica at the age of 9. Amanda at the age of 7. Jessica is in 4th grade, and Amanda is in 2nd grade. Thank you for raising money to help my two sisters and other kids. My sister, Jessica does not have her tumor but Amanda can not have hers removed or it could lead to death. She gets shots to help control her tumor. This has helped a lot just because of what you are doing. You have made a lot of things possible that once were not. You have lifted a heavy weight off my family's chest. Because of all the money that you have raised. Thank You. I had a nice time talking to you. Thank You again!!

Sincerely,
Megan.

me and my sister Amanda both have brain tumors. Thank you for helping us. I want to give you a hug because you did not have to do that for me and my sister but you did. So thanks a lot. I feel very happy in my heart.

P.S.

Thank you for letting me ride on your motorcycle. It filled my heart with joy!!

LOVE
Jessica



Allstate Insurance Company Becomes a National Ride for Kids® Sponsor

We are extremely pleased to report that Allstate Insurance Company, the nation's largest publicly held property and casualty insurance company, has joined forces with the Pediatric Brain Tumor Foundation to become a national sponsor of the Ride for Kids® program. In addition to offering many other types of insurance and financial products, Allstate has become a growing force in the motorcycle insurance business.

Mike Traynor, president of the PBTF, welcomed the Allstate Insurance Company to the Ride for Kids® family saying, "The support of Allstate Insurance Company as a national sponsor and partner in the search for the cause and cure of childhood brain tumors means that, not only do we have valuable new resources to conduct our research and family support programs, but the children across America that we help are better served by the extensive exposure this alliance with Allstate will bring to the work of the Pediatric Brain Tumor Foundation to overcome the challenges of childhood brain tumors."

Jeff Deigl, assistant vice-president of Allstate's Specialty Product Lines, which includes the motorcycle product, said, "We're honored to partner with the PBTF in the fight against childhood brain tumors. This new partnership allows Allstate to build on its legacy of strong corporate responsibility and community involvement. We believe Allstate agencies and employees in locations in and near the cities of the 36 Ride for Kids® events will see this as an opportunity to support a very worthwhile cause."

The PBTF thanks all the sponsors of the Ride for Kids® program for their continued support of the PBTF's mission to end the disease of childhood brain tumors. □

2004 Task Force Leaders Planning Meeting Renews Hope and Determination

Ride for Kids® Task Force Leaders from 36 cities throughout the U.S. gathered in Asheville, North Carolina – home of the Pediatric Brain Tumor Foundation on November 11-14 for the annual National Task Force Leaders Planning Meeting. The jam-packed conference at the Asheville Renaissance Hotel was a dynamic reunion for the assembly of over 140 volunteers. Ably shepherded by the foundation's staff, the three-day conference was replete with Ride for Kids® program guidance and some very special guests.

The group had much to do – and much to celebrate. The year 2004, the 21st season of the Ride for Kids® program was highlighted by 29 individual events and a new record amount of funds raised – more than \$3.8 million in total donations and sponsorships. Since 1984, the PBTF and the Ride for Kids® program have raised a \$26 million to fund the search for the cause and cure of childhood brain tumors, and these dedicated volunteer leaders were crucial to the Ride for Kids® program's success.

Following a welcome dinner on Thursday, November 11, the attendees began the session in earnest on Friday, November 12 with opening remarks by PBTF President Mike Traynor. Traynor congratulated the group on their collective success and encouraged them to push forward in their organizational and leadership efforts for the 2005 Ride for Kids® season.

National Ride for Kids® Director Allen Hughes guided the group through various sessions designed to further the growth of the Ride for Kids® program and the Foundation's research and family support programs.

Additional key speakers included two internationally renowned researchers and clinicians, Dr. Darell Bigner, M.D., Ph.D., of Duke University (and Director of the Pediatric Brain Tumor Foundation

Institute at Duke), and Dr. Michael Edwards, MD, of Stanford University, one of the nation's leading pediatric Neuro-surgeons.

Dianne Traynor, Director of Research, Advocacy and Grant Funding, also explained the many research programs and causes championed by PBTF in 2004. With the PBTF's continued success, it was an impressive resume of accomplishments.

Another kind of inspiration was delivered by Foundation scholarship recipient Gary Hadfield. His personal story of courage and determination while overcoming the effects of his brain tumor literally elevated the group, who honored Hadfield with a standing ovation.

Charlie Keller, Manager of the Honda Rider's Club of America and a longtime friend of the Foundation and the Ride for Kids® program, gave his enthusiastic perspective on the growth and success of the Ride for Kids® program. He also spoke of the 19 years of caring support that American Honda and its employees have made to the Ride for Kids® and the work of the Foundation.

Other presentations were made by family members who shared their life journey with a child with a brain tumor. They also gave everyone in attendance their utmost gratitude for the diligent efforts of everyone of the Task Force Leaders, their local volunteers and the staff of the Foundation. When each of these talks by the families was completed there was not a dry eye in the audience. □



Dave Odess and Kathy Sweatman during the panel discussion on the importance of visitations

Media Spread the Word

Each year, the PBTF prepares numerous reports to help spread the word about the Ride for Kids® and the Foundation's research and family support programs. The motorcycle enthusiast media has done a tremendous job of carrying this message to motorcyclists across the country. They provide significant support by publishing Ride for Kids® editorial and public service announcements (PSAs) in their magazines, websites and e-zines. Many of their employees also volunteer at our rides and some even support the Foundation through their own fundraising efforts. As an example, *Cycle World* magazine has not only helped the Foundation raise awareness through the pages of its publication, but it also contributes substantially to the PBTF through the annual *Cycle World* International Motorcycle Show raffle and the *Cycle World* Joseph C. Parkhurst Education Fund Auction.

Many other national motorcycling magazines regularly feature stories on Ride for Kids® events. Special thanks go out to *Cycle News*, *Cruising Rider*, *Motorcycle Consumer News*, *Motorcycle Cruiser*, *Motorcyclist Magazine*, *Rider*, *Road Bike*, *Roadracing World*, *Sport Rider* and *Woman Rider* for their continued support. Motorcycle industry magazines also lend support, including *DealerNews*, *Motorcycle Product News*, *Motorcycle Industry News*, *Parts Magazine* and *Powersports Industry News*. Regional

magazines have been instrumental in promoting Ride for Kids® events in their areas. Thanks go out to *Backroads*, *City Bike*, *City Cycle Motorcycle News*, *Free 2-Wheel*, *Friction Zone*, *Keystone Motorcycle Press*, *Motorcycle Times* and *Ride Texas*.

Motorcycle club magazines also deserve recognition for their coverage of Ride for Kids® events. These include the *Honda Red Rider*, *Wing World*, *American Motorcyclist* and *BMW Owners News*. The electronic media have also helped spread the word. We are very grateful to *MotoWorld*, *Speed TV*, *Partsmag.com* and *MotorcycleDaily.com*.

2004 marked a newcomer to the category of media support for PBTF: general interest magazines. The PBTF national awareness campaign was featured in *O: The Oprah Magazine*, *Good Housekeeping* and *Parenting Magazine*. We thank them for assisting us in broadening the awareness of the devastating effects of childhood brain tumors.

To all the members of the media who have volunteered their broadcast time, print pages and web space, as well as those who have donated their personal time and effort, we say "thank you." Your efforts have brought us closer to finding the cause and cure for childhood brain tumors, for which we are truly grateful. □



Ride for Kids® Gets the Word Out in 2005

The PBTF is pleased to announce two new public service announcements for the Ride for Kids® program.

A 30-second video PSA featuring brain tumor survivors Gary, a PBTF scholarship recipient from New York, and Lacey, a 9-year old from North Carolina, was created for each of the 36 cities where the Ride for Kids® will stop in 2005. A companion PSA in print form, also featuring

Gary and Lacey, will appear in both national motorcycle publications and regional newspapers and magazines.

The Foundation is also producing 36 new radio PSAs that will air in Ride for Kids® cities in 2005. For more information about the Ride for Kids® 2005 PSA program, contact rideforkids@rideforkids.org or call (800) 253-6530. □

Your Ride Can Put Children On The Road To Health.



Every year, thousands of children like Gary and Lacey are diagnosed with brain tumors. In fact, of all cancers, it is the leading cause of death in children, but you can do something about it. Join thousands of motorcycle and scooter riders who devote their time and energy to the Ride for Kids® program each year. It works to improve the lives of seriously ill children by raising funds for medical research and family support programs. Thanks to the efforts of motorcyclists across the country, Gary is attending college with a Pediatric Brain Tumor Foundation College Scholarship.

Get your Ride for Kids® information kit at your local motorcycle dealer today. Come ride with other motorcyclists and meet our Ride for Kids® "Stars" like Gary and Lacey. It will be one of the most memorable rides of your life.

Ride for Kids
Sponsored by The Pediatric Brain Tumor Foundation
(800) 253-6530 www.rideforkids.org

FANTASTIC FUNDRAISERS

Cycle World/Ride for Kids® Norton Motorcycle Drawing Enters 5th Year

Cycle World magazine and the Pediatric Brain Tumor Foundation have announced the fifth edition of the popular Cycle World/Ride for Kids® motorcycle drawing. The winner of this year's grand prize – a Norton 952 Commando donated by Kenny Dreer and his fantastic team at Norton Motorcycles – will be selected from entries received during the 12 Cycle World International Motorcycle Shows held in 2004-2005.

The Norton 952 Commando will be on display in a designated Ride for Kids® area in the Cycle World booth at the 24th Annual Cycle World International Motorcycle Shows. Prices are \$5 for one (1) ticket, and five (5) tickets may be purchased for \$20.

If you are unable to attend one of the Cycle World International



2005 Cycle World International Motorcycle Shows

- Jan. 14-16, 2005 Washington, D.C.
- Jan. 21-23, 2005 New York City, NY
- Jan. 28-30, 2005 Ohio (Cleveland, OH)
- Feb. 4-6, 2005 Minneapolis, MN
- Feb. 11-13, 2005 Chicago, IL
- Feb. 25-27, 2005 Detroit, MI

Motorcycle Shows, tickets may be obtained by mail. Please make checks payable to the Pediatric Brain Tumor Foundation or PBTF.

Send to: **Pediatric Brain Tumor Foundation, ATTN: Norton Motorcycle, 302 Ridgefield Court, Asheville, NC 28806.** Please be sure to include your mailing address and phone number with the funds. Tickets may also be purchased by phone via credit card. Please call (800) 253-6530 and ask for the Accounting Supervisor. A minimum purchase of \$20.00 for five (5) tickets is required for phone orders.

The drawing for the winner will be held at 12 noon EDT, on May 2, 2005, at the PBTF headquarters in Asheville, NC. You need not be present to win. Proceeds benefit the research and family support programs of the PBTF. For more information on the Norton and the Cycle World Shows visit www.rideforkids.org. □

Smooth Sailing for Kayak Fundraiser

Twelve-year old Kevin is a bright and talented seventh grader who loves to sing and tell jokes. And, he has another gift—an extraordinary family. When the young Virginian was diagnosed with a brain tumor in June 2003 his family swung into action, providing unwavering moral support during the 12 surgeries that followed over the next year.

But that isn't all. His aunt and uncle, Joyce and John, owners of Traditional Yacht Sales in Deltaville, Virginia, created a "family kayak fundraiser" in Kevin's name. The fundraiser, designed to support the efforts of the PBTF, will have a drawing to win a Necky Kevlar Kayak valued at \$3,300 and a \$500 gift certificate to the Ship's Tailor, a premier sailboat canvas shop located on the Chesapeake Bay. The prize drawing will be held on May 22, 2005, in celebration of Kevin's 13th birthday.

Even after such an undertaking, Kevin's family members were not

through demonstrating their support for the PBTF. His grandmother knitted an afghan and had a drawing to generate more funds, and when his grandfather passed away in November, the family asked that donations in his name be made to the PBTF.

It's no small wonder that Kevin is an outgoing young man who loves people. Surrounded by such an inspiring and supportive family has surely given him – and all of us – some terrific role models. For more information about the Kayak Fundraiser contact the PBTF at (800) 253-6530. □



John Schnorrning, Traditional Yacht Sales, and family hold Kayak fundraiser to benefit the PBTF.

FAMILY SUPPORT

Stories of Hope from Survivors, Care Givers and Researchers

WHERE HOPE SPRINGS ETERNAL

Editor's Note: Every child, young man and young woman who are brain tumors patients that we meet leaves us in awe. A few minutes with Gary quickly tells you that he is one the most awesome of them all!

Gary was a bright Honor Roll student and president of his freshman high school class. He enjoyed band and drama, competed in the Optimist Oratorical Contest, and played JV basketball and varsity football, all in the ninth grade. On Sundays, he was the alter server at his church.

Then one day Gary was presented with a new challenge – the diagnosis of a brain tumor. Being true to his nature of meeting challenges head-on, Gary was determined to keep his life moving forward. “Having cancer was the most significant thing that has ever happened to me,” said Gary. “Dealing with the disease and the treatment was extremely difficult. When I was first diagnosed, I was scared and I didn’t know what to think, but after talking to my parents and doctors, they convinced me that I could make it through this and that I would be OK.”

With the support of his family and friends, Gary was determined to return to the fulfilling life he knew before his diagnosis. “I only missed a minimal number of class days and my grade point average never dropped. Not feeling well all the time was no excuse for me not to do well in all of my classes. I played on the basketball team every day. I would go right from radiation treatment to practice. I didn’t want special treatment from anyone.”

One of his teachers, Mary Clements, watched Gary strive. “Gary has had some type of challenge due to his brain tumor almost every year since his diagnosis,” she said. “He has taught so many of his fellow students as well as the faculty and the staff about perseverance and tenacity. Even with all that he has gone through, Gary is still one of the most positive people that I know.”

Gary pushed himself to excel. He stayed on the Honor Roll for the 10th, 11th and 12th grades. He also remained active in Student Council, serving as class vice-president in his sophomore year, student council treasurer his junior year and student council president his senior year. In sports, Gary moved up to varsity basketball his sophomore year, where he remained for the 11th and 12th grades. He also played varsity baseball for three years,

and excelled in varsity football, achieving the honor of New York State Class D Football Scholar Athlete of the Year and 2002 Scholar All-State Football Team his senior year.

Gary’s accomplishments would be the envy of many healthy students, yet he managed to keep his success in perspective. “I met so many nice people in the treatment centers and the hospitals when I was there. If you never talk to anyone, you’ll never know how great people really are.”

Gary put his love of people to good use in the community, where he participated in the school’s outreach programs, including Breakfast with Santa and Thanksgiving Adopt-a-Family, the Utica Food Bank, the Utica Emmaus House and local firefighter’s benefits after the 9/11 terrorist attacks.

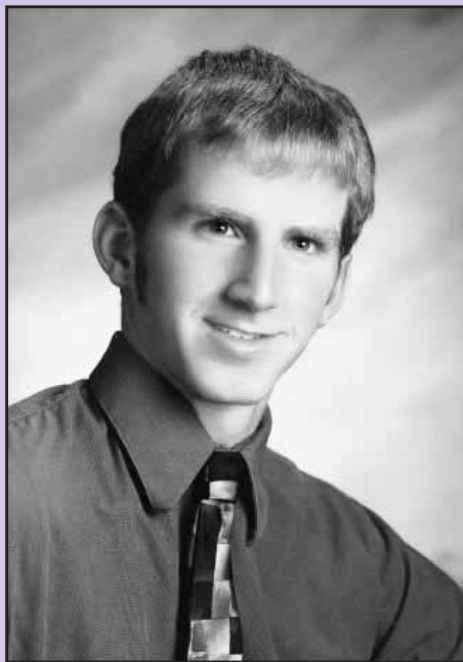
As a senior, Gary looked forward to attending college. “I loved my town and all the people in it but I wanted to meet new people and do new things.” As Gary’s family considered the expense of college, fate weighed in again. Or was it destiny?

Family friends told them about the Pediatric Brain Tumor Foundation’s college scholarship program. “I was made aware of the scholarship by the organizers of the Ride for Kids in Utica, New York. I even rode my blue and black 1984 Honda Nighthawk 700S in the procession! Today, I have a very strong tie to this

organization.” Indeed, Gary and Lacey, another brain tumor survivor, appear in the Ride for Kids® 2005 print and video public service announcements, exhorting motorcyclists to help kids fight brain tumors.

Family and teachers have exerted a powerful influence on Gary’s life. “My mother and father are amazing parents and have always been there for me. My teachers and professors have also helped me in so many ways to become who I am. They inspired me to push my boundaries intellectually and creatively.”

Deep in his heart, Gary holds a special place for children who, like himself, have been stricken with a brain tumor. “To a newly diagnosed brain tumor patient, I would say ‘always be optimistic.’ No matter how bad a situation looks at first, if you look close enough, every cloud has a silver lining. There are better treatments coming out every day. There are so many specialists available to help you. Cancer has not changed the way I live.” □



Gary

PICTURES OF HOPE



Parents: Remember...please send in pictures of your young brain tumor survivors for possible use in future editions of The Helping Hand.

Help PBTF Find the Cure

Your donations will help save children's lives. Here are several ways you can help:

- Make a credit card donation on line by going to www.pbtfus.org.
- Make a tax-deductible donation to the Foundation in honor of or in memory of a loved one.
- Include the Foundation in your will or estate plans. Ask your lawyer to insert a provision such as "Give the sum of ___ (or ___ percent of my estate) to the Pediatric Brain Tumor Foundation of Asheville, NC."
- Find out if your company offers a matching gift program and, if so, take advantage of the program to increase your contribution.

Planning a PBTF Fundraiser?

Contact us early in your planning process. Each state requires that the PBTF give permission for your fundraising effort to take place. For an event application and more information, call (800) 253-6530 or e-mail pbtfus@pbtfus.org.

Combined Federal Campaign

The PBTF is proud to be recognized by the federal government's ongoing Combined Federal Campaign (CFC) (CFC #2925), which allows civil or military employees to make a charitable payroll contribution through the (CFC) to the Foundation. For more information, visit www.pbtfus.org/donations, email donations@pbtfus.org, or call (800) 253-6530.

2005 Awareness Campaign

We are pleased to announce the continuation of our national campaign to create an awareness of the warning signs of childhood brain tumors and to familiarize the public with the PBTF.

The first PSA was a resounding success. Featuring Brandon, a young brain tumor survivor who attends the Southern California Ride for Kids®, and his sister Breanne, the compelling black and white announcement appeared in widely-read magazines such as *O the Oprah Magazine*, *Good Housekeeping*, and *Parenting*. Designed by the advertising agency Dailey & Associates, the PSA uses “fast-forward” and “stop” icon buttons to convey the idea that once a child is diagnosed with a brain tumor, life moves at a fast-forward pace. It suggests to the reader that they can help put an end to the devastating effects of childhood brain tumors by learning to identify the early symptoms of the disease and by making donations to the Foundation to fund critically-needed research.

A number of brain tumor survivors and their families worked with the Foundation on the campaign. This year’s print ad features Athalia, a young girl from Los Angeles whose disposition matches the beautiful sunny skies of southern California. Her penetrating dark eyes seem to ask, “Won’t you help me?”

The PBTF extends its thanks to the families and children who appear in these announcements, as well as to the staff at Dailey & Associates for their continued generous donation of time and talent in this campaign. Tell your friends to look for this ad in national publications this coming year. For more information, contact the PBTF at (800) 253-6530. ■



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