



Ride for Kids[®]

EDITION

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Ride for Kids[®] momentum builds in 2005

Since 1984, when 100 motorcyclists in Atlanta, Ga., raised \$4,000 in the first Ride for Kids[®] event, the Pediatric Brain Tumor Foundation (PBTf) has been raising money to fund medical research and family support programs. This year, the PBTf is sponsoring Ride for Kids[®] events in 36 cities across the nation, in which thousands of dedicated motorcyclists and volunteers will participate. Here's a review of the events that took place between May 1 and June 12, 2005.

Houston, TX

A picture-perfect day greeted over 640 motorcyclists on Sunday, May 1, as they gathered at Houston's Pasadena Convention Center and Fairgrounds for the 13th annual Houston Ride for Kids[®]. This year's ride raised more than \$206,000 for the Foundation's research and family support programs.

The ride wound through the scenic countryside southeast of Houston and included two passes across the Fred Hartman Bridge, whose towering golden cables soar high above the Houston Ship Channel. After circling the historic San Jacinto Monument, the riders returned to the fairgrounds for a special Celebration of Life program featuring 11 Ride for Kids[®] "stars" ranging in age from 5 to 17.

The youngsters were inspired by brain tumor survivor Amy, a surgical nurse at Texas Children's Hospital who was diagnosed 16 years ago at age 12. "Events like this help the parents and give



Houston Ride for Kids[®] "star" Michael loves to ride.

[the kids] hope," she told the crowd of 1,000.

Top fundraisers: Gordon Salisbury & Bill Wynn, \$31,158; top club: Northwest Honda Red Riders, \$52,504; top motorcycle business: Pasadena Honda, \$37,057; Honda motorcycle grand-prize winner: Jack Hampe. Task Force Leader: Ronnie Lunsford.

Torrance, CA

More than 800 motorcyclists showed a "full steam ahead" attitude on Sunday, May 15, at the 14th annual Torrance Ride for Kids[®]. At the end of the day, they had broken all their previous records, raising more than \$214,669.

The hour-long ride began at American Honda Motor Company headquarters and went through the South Bay area of Los Angeles before looping back to Honda for the Celebration of Life. Ten young brain tumor survivors were there, including Michelle, a PBTf scholarship recipient who graduated from the University of California at Irvine in June. "I would not be where I am today without your support," she said before presenting her graduation gown sash to PBTf co-founders Mike and Dianne Traynor.

Dr. Jonathan Finlay of L.A. Children's Hospital praised the motorcycling community, saying, "The



Marisa (left) and her friend Isabella in Torrance, Calif.

Pediatric Brain Tumor Foundation, through the Ride for Kids and the motorcyclists' work, is the single most successful philanthropic organization working to improve the lives of children with brain tumors."

Top fundraisers: Bill & Diana Boyer, \$31,427; top club: Honda Employees Riders Club #1, \$48,597; top motorcycle business: JBJ Cycles, \$45,715; Honda

motorcycle grand-prize winner: Malcolm Harbauer. Task Force Leaders: Mike & Lori Whitaker, Steve Squire, Jeniffer McMullen, Louis Vanderveen.

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FROM THE PRESIDENT'S DESK

...by Mike Traynor



Every one of us who attends a Ride for Kids® event has a love of children deep down in our hearts. I've always been tickled with the media and distant observers who at first meeting typically ask me, "What do motorcyclists and kids with brain tumors have in common?" I think the answer is pretty simple. First off, we are good people who are touched when we see someone who's hurting, and if we can we'll try to help them.

But I think it goes much deeper than that. You and I as riders are the participants of life, not the spectators. We don't sit about and wish we could do adventuresome things, we get out and do it—we're the people they write the stories about. And for most of us it's merely a commonplace happening to take to the road and immerse ourselves in the joy of being alive. So it makes perfect sense that if we see children who are battling to grow up and be like us, have the opportunities to see the world from the back of a bike and know the true meaning of freedom of the road, we're going to go out of our way to give them the help they need.

Now take that a step further. Once a motorcyclist realizes that these brave little boys and girls are in jeopardy of not making it to their next birthday because of their brain cancer, you no longer have an interested fundraiser. You have an impassioned person determined to keep those children alive.

I was keenly aware of all of this in May when my 12-year-old grandson and I climbed on my Honda ST 1300 and rode from his home in Atlanta to Birmingham, Al., for the AMA Super Bike races at the magnificent Barber track and museum. It was our maiden voyage together on a distant journey. As luck would have it, the weather could not have been worse. We encountered pounding rain, booming lightning strikes on the nearby trees, and hail to make you sit up and take notice, with temperatures far below normal.

Being of the theory that the weather is part of the experience, we plugged along until the sun reappeared and the temperature rose. We had a ball together, just like I used to have with his dad when he was a youngster. It was a time that each of us will long treasure.

We spent the weekend in awe of Miguel Duhamel and all who were sliding front and rear tires during the races. We walked for hours in the incredible museum with grandpa telling grandson, "I raced one of those when I was in Japan." Those big eyes of his were filled with wonderment as I shared stories of the past with him and he recounted his most recent outing on his dirt bike. I spent most of that weekend realizing how fortunate I was to be with him and how much he and his peers mean to the future of our world.

Your commitment to the kids who have brain tumors means that they, too, will have the chances that my grandson has and that all children of our day deserve. I have a bit of a tear in my eye as I write this. First out of joy for my grandson, and second because you are truly the finest human beings on the face of the earth.

Thank you for allowing me to "ride with you" for the kids!

Mike Traynor □

MAILBOX

My special thanks

I would like to thank all the riders who came out here on this special day. All of you riders make a huge difference by coming out here and helping the world. Even if you do not raise money all of you help everyone. So thank you, riders, for coming out here and hoping to cure all the survivors. I am a survivor myself and I know it makes a huge difference to me.

Denise Tormey, 11
Richmond, Va.

Dear PBTf and Ride for Kids,

Thank you so much for inviting our family to participate in the first South Florida Ride for Kids event. My sons, Travis, Grant and Gavin, all rode on motorcycles for the first time and were thrilled! My son Travis is a four-year survivor and was a "star" for the day. I was asked to speak about our experience and was able to thank all the wonderful, caring and giving people that came out and raised money to help our kids. Watching the motorcycles riding out, I was moved to tears by all of the love and support. We hope to have the opportunity to participate in this wonderful event again. Thank you from the bottom of my heart!



Courtesy Hughes Family

The Hughes family—mom Kristin and sons Travis, Grant and Gavin—enjoy the South Florida Ride for Kids®.

Love,
Kristin Hughes & sons

PICTURES OF HOPE

Adam and Tabitha, childhood brain tumor survivors, catch up at the 2005 Atlanta Ride for Kids® event.



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

RESEARCH UPDATE

Researchers at PBTF Institute explore new treatment options

The Pediatric Brain Tumor Foundation established a research institute at Duke University in June 2003. Funded by a six-year, \$6-million grant, the institute promotes collaboration across a variety of disciplines to advance the treatment of childhood brain tumors.

The research team includes 10 of the country's foremost cancer scientists, led by Dr. Darell Bigner. During a PBTF site visit to Duke in April, the group discussed their progress with a number of projects, including the development of strategies to identify and overcome tumors' resistance to chemotherapy.

Dr. Henry Friedman, co-director of the Brain Tumor Center (BTC) at Duke, is researching the definition of non-AGT/DNA mismatch repair deficiency mechanisms of resistance to temozolamide. "I believe that the use of better approaches to chemotherapy, and eventually, the use of vaccines to direct one's own immune system to attack microscopic tumors, will also prove successful therapy of brain tumors," Friedman said in the BTC's patient newsletter.

The PBTF grant is also funding Bigner's research on the establishment of cell lines, xenographs and monoclonal antibodies. Several other projects are focused on medulloblastomas, including Dr. Hai Yan's examination of their molecular genomics.

The PBTF group also met with the pediatric clinical care team at the Brain Tumor Center at Duke (<http://cancer.duke.edu/btc/>). These doctors, nurse practitioners, social workers, teachers, and patient outreach staff offer brain tumor patients and their families many resources, including information, counseling, educational programs and referrals. □

Social workers offer compassion

Get a roomful of social workers together, and you get an abundance of compassion. When those social workers specialize in pediatric oncology, the room can't contain the feeling.

With the theme "Creating Hope for Tomorrow: Compassionate and Competent Practice in Pediatric Oncology Social Work," the 29th annual meeting of the Association of Pediatric Oncology Social Workers celebrated the 100th anniversary of medical social work. More than 130 professionals from around the world attended the event in Norfolk, Va., last May.

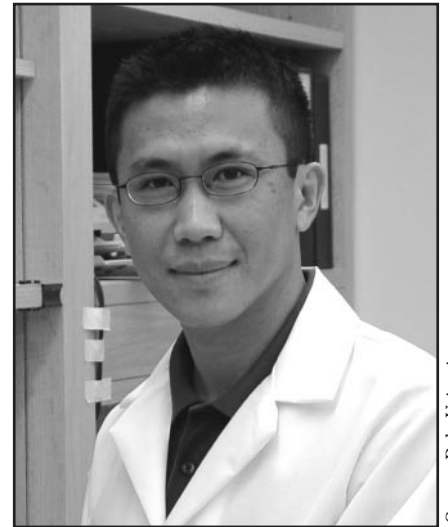
The Pediatric Brain Tumor Foundation is a longtime supporter of the APOSW, and once again sponsored an educational seminar for new social workers. The session was led by Lynda Walker, LCSW, of All Children's Hospital in St. Petersburg, Fla. She shared specific techniques of interviewing, crisis intervention and grief work, and led small group discussions about social workers' role on the interdisciplinary team, the emotional impact of their work, and issues of survivorship.

This year's conference addressed the ever-changing and increasingly complex clinical issues faced by pediatric oncology social workers. Conference session topics included finding cancer care for noncitizen children; helping siblings redefine the pediatric cancer experience; building relationships with patient families; the role of the social worker in pain management;

ethics; the emotional journey of children with brain tumors; palliative care and natural death; extending hope to adolescents; helping families meet the challenges of life-threatening illness; meeting the information needs of adolescents with cancer; and quality of life.

To learn more about the work of the Association of Pediatric Oncology Social Workers, go to apow.org. □

Pediatric oncology social workers encourage brain tumor patients to express themselves through art. One popular project is decorating ceramic tiles, such as this sample on display at the recent APOSW conference.



Courtesy Duke University

Dr. Hai Yan, winner of the PBTF's 2005 Peter Steck Young Investigator Award.

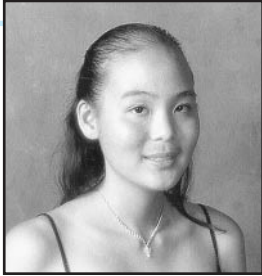
Yan wins Steck Award

The annual Peter Steck Memorial Lecture and Award, sponsored by the Pediatric Brain Tumor Foundation, recognizes excellence in brain tumor research. That excellence is personified by the winner of the 2005 Steck Young Investigator Award, Hai Yan, M.D., Ph.D., of Duke University.

Dr. Yan, assistant professor of pathology, Molecular Oncogenomics Lab at Duke University, won a \$5,000 grant for his research into medulloblastoma tumors. Yan is also part of the research team at the Pediatric Brain Tumor Foundation Institute at Duke.

Webster K. Cavenee, Ph.D., director of the Ludwig Institute for Cancer Research at the University of California at San Diego, delivered this year's Steck lecture. He discussed "Defective receptor signaling in human brain tumors: mechanisms and therapeutic opportunities."

The April 29 award ceremony and lecture took place at M.D. Anderson Cancer Center in Houston, Texas, where Steck spent most of his career. Now in its sixth year, the event honors his memory and highlights the importance of his cancer research. A peer review committee at M.D. Anderson chooses the recipients each year. □



WHERE HOPE SPRINGS ETERNAL

Stories of hope from survivors, caregivers and researchers

A PBTF hero grows up

Editor's note: In 2002, Michelle was awarded the first PBTF scholarship. In May 2005, she became the first recipient to graduate, earning a B.A. in psychology and social behavior from the University of California-Irvine.

It has been an amazing seven years since Michelle was diagnosed with a brain tumor while in her freshman year of high school. If courage, determination and hope were ever embodied in one person, she is the living proof.

Surgery, followed by radiation and chemotherapy, would slow down even the best among us. Yet Michelle valiantly fought her way back to health, finishing in the top 10 percent of her high school graduating class and even returning to competitive swimming, a sport she dearly loves. But she wanted more, starting with a college education. In her time of need, she turned to the PBTF's scholarship program.

"Going to college, one faces two obstacles: acceptance into the school of one's choice and paying for that school. The PBTF helped me overcome the second obstacle," she noted. "Today, the greatest reward is knowing that I graduated, regardless of the challenge of brain tumors and cancer. The scholarship program represented people who hardly knew me supporting my education and my growth into the young woman that I have become."

What lies on the horizon? Michelle plans on taking a year off before going to graduate school. During that time, she'll work and continue her education at a local college. Then, she will embark on a six-year course of study to earn a Psy.D. in psychology. "I would like to become a psychologist, though there are other jobs that interest me as well. I know that I would enjoy social work, and I know that I would love to work with an organization such as the PBTF."

The foundation, it seems, has found a new champion. "I know you all as my heroes, and the heroes of other children around the world. You did not know me, yet you embraced me, loved me, supported me, and helped put me through college. After meeting so many wonderful people, it only makes my own passion to help others even stronger. I want to raise awareness and support families and other children experiencing a brain tumor and cancer."

Fundraisers at the Torrance Ride for Kids®, beware: There's new, young competition in town. "I hope to raise \$5,000 or more this year so I can join the 'big boys' group, the Ride for Kids Champions Club," Michelle said. "Last year I raised \$1,100 and this year \$2,300, so I'm hoping to make the big jump!"

Michelle is profoundly grateful at this stage of her life. "Having a brain tumor or cancer reminds everyone to live life to the fullest. It's an obstacle that also serves as a stepping stone into a world most people don't know exist. A world of people that don't need to know you to love you and support you. The Pediatric Brain Tumor Foundation, Honda, the motorcyclists, police officers, firemen, families... you are all one group, one family, my family. A family I could not be prouder to be a part of. If it weren't for the PBTF, the Ride for Kids, and all supporters of the foundation, I know that I would not be where I am today." □

PBTF Heroes

PBTF Heroes is a new column that features interviews with young brain tumor survivors. Our first hero is four-year-old Nicholas, who has been undergoing treatment for his tumor since his diagnosis two and a half years ago. We caught up with this bundle of energy in Mebane, N.C., where he lives with his mom and dad, Heather and Jonathan.

PBTF: Nicholas, have you been to a Ride for Kids?
Nicholas: Yes, we just went and guess what? I rode in a motorcycle with Mom and Dad. And this time I didn't fall asleep! (*Jonathan added that Nicholas had just participated in his second Triangle Ride for Kids® in eastern North Carolina.*)

PBTF: What was it like?

Nicholas: We rode fast! And then we saw a train with freight cars. Just like my Thomas the Tank train at home. And you know what? My friend Jakey was there, too. He rode on a motorcycle, too. And then we got on the stage.

PBTF: What did you do on stage?

Nicholas: They asked me questions and I talked on the microphone. I don't remember the questions. Jakey talked, too.

PBTF: Do you like microphones?

Nicholas: I love them. I talked on all of them last time, and they all worked! (*Jonathan explained that their family attended the annual Ride for Kids® Task Force meeting in Asheville last November, where Nicholas had to test all of the microphones.*)

PBTF: Will you be at the Ride for Kids next year?

Nicholas: Of course! Are you coming, too?

PBTF: Yes, many of us will be there. Thanks so much for talking to us.

Nicholas: OK. I love you, goodbye.

PBTF: We love you, too! See you soon, OK?

Nicholas: OK, bye! □



Nicholas is a four-year-old brain tumor survivor who loves going to Ride for Kids® events with his mom, Heather.

FANTASTIC FUNDRAISERS

Chicago raises hairlines to raise funds for PBTF

The eighth annual Wings over the Prairie (WOTP) dinner, dance and auction in the Chicago area on Saturday, April 9, was a tremendous success, raising \$39,200 to help the PBTF find the cause and cure of childhood brain tumors.

This group of motorcyclists, family and friends organize and conduct a major fundraiser every spring to highlight their year-long drive to support the Chicagoland Ride For Kids®. This year, the event attracted more than 300 participants, including riders, brain tumor survivors and their families, and clinicians. As usual, there was a special theme.

Dr. Vito Racanelli, one of the creators of the event and a former Chicagoland task force leader, explained. "We strive to come up with a new theme every year that is fun and a little bit outrageous," he said. "We find that it creates a lot of enthusiasm, turns out the crowd and results in a lot of funds for the foundation."

Past themes have included Uncle Sam and the Flag, Western Days, the Fabulous Fifties, and the Royal Hawaiian Revue. And this year? "With the theme of Groovin' to the 60s, a bunch of us decided we would shave our heads to raise funds, and someone



Rich Zalke (aka "Floyd the Barber") shears Vito Racanelli at the 2005 Wings over the Prairie fundraiser for the PBTF.

called us the Harley Krishnas. It stuck. And because a lot of our fundraisers, volunteers and supporters also ride Harley-Davidsons, in addition to Hondas and other brands, it was all in good fun."

Though the fun-filled event is a time for joy and laughter, the mission is a serious one. "We see these kids and their families every year and we just want to do everything we can to put a stop to childhood brain tumors," said Racanelli. "Raising these funds is crucial to the effort. Sure, we're having fun, but we all know what we are here to do. With motorcyclists, once we take up a cause, we do it right." □

Donate Now!

Now it's easier than ever to make a difference in the lives of children with brain tumors. Simply go to pbtfus.org and click on "Making Donations" to make a secure online gift. Your generosity makes it possible for us to fund medical research and family support programs. Thank you for helping us help the kids!

If you would like to mail your gift to the Pediatric Brain Tumor Foundation, please clip this coupon and send to PBTF, 302 Ridgefield Ct., Asheville, NC 28806-2201. □

YES! I want to make a donation to help these kids. Here's my gift of: _____ \$20 _____ \$40 _____ \$50 _____ Other

Please put this gift on my credit card (Visa, MasterCard, American Express):

Credit card number: _____ Exp. date: _____

Name: _____

Address: _____

City, state, zip: _____

Telephone number: _____

E-mail: _____

Would you like to receive regular updates on our programs? _____ Yes _____ No

Thank you!

Ride for Kids® update

(continued from page 1)



Stephen gets ready to go on the Triangle Area ride in Cary, N.C., in May.

Triangle Area, NC

Motorcyclists from around North Carolina came out in full force on Sunday, May 15 to raise \$40,350 at the second annual Triangle Area Ride for Kids®. The bright sunshine mirrored the enthusiasm of more than 380 motorcyclists who enjoyed a relaxing ride past farms, lakes, and wooded areas.

At Central Carolina Community College in Sanford, the memorable Celebration of Life featured nine Ride for Kids® “stars,” including Bryan, 13, who has been battling brain tumors since he was four. “It is just as hard as you think,” his mom, Janet, told the crowd. “We get overwhelmed, but not defeated. We’ve gone from no hope to pretty good success treating these tumors,” she said. “We need to continue this research.”

Also attending the event was Dr. Hai Yan, of the Pediatric Brain Tumor Foundation Institute at Duke University Medical Center in Durham, where some of the world’s most promising brain tumor research is being conducted.

Top fundraisers: Pat & Ray Griffin, \$3,070; top club: GWRRA NC-E2, \$8,237; top motorcycle business: Team Powersports, \$10,256; Honda motorcycle grand-prize winner: Mitchell Beeler. Task Force Leaders: Rod & Maxine Gilvey, L.J. & Bettie McDade.



Atlanta Ride for Kids® “star” Abby.

Atlanta, GA

After several days of rain, Sunday, June 5, offered up some delightful weather for the 22nd annual Atlanta Ride for Kids® event. More than 1,000 riders, fundraisers, volunteers, and patient families raised \$209,266, pushing total funds raised at the nation’s oldest Ride for Kids® to more than \$4 million.

The entourage rode from Alpharetta through the scenic Georgia countryside to the Rock Creek Sports Complex in Dawsonville. There, the riders gathered for the special

Celebration of Life, which featured 12 brain tumor survivors.

Heidi, who was diagnosed with a brain tumor 17 years ago at age 9, is now a preschool teacher. Her experience gives hope to children like Abby, 10, who wants to be a veterinarian and John, 14, who plans to study aeronautical engineering. “Thank you for saving our lives,” 21-year-old Mandy told the crowd.

Top fundraisers: Connie & Tommy Smith, \$22,870; top club: GWRRA GA-W, \$31,589; top motorcycle business: Gary’s Hobbie Shop, \$46,690; Honda motorcycle grand-prize winner: Sid Cohen. Task Force Leaders: Nona & Jim Unversaw, Debbie & Bob Johnston.

Richmond, VA

On the same day as the Atlanta Ride for Kids®, 500 participants in the third annual Richmond Ride for Kids® added their own \$81,657 to the day’s proceeds.

The riders left from Brook Hollow shopping center in Glen Allen, winding through horse country before gathering at the Richmond Times-Dispatch’s printing facility for a moving Celebration of Life. Six young brain tumor survivors took part in the event, including two accomplished 17-year-olds: Tiffany, who raised more than \$1,100 for the event, and Amber, who recently graduated near the top of her class despite the blindness and stroke caused by her brain tumor.

Top fundraisers: John Schnoering and Team Kevin, \$19,048; top club: Richmond Riders HRCA, \$14,658; top motorcycle business: Cycle Connection, \$11,601; Honda motorcycle grand-prize winner: Keith Lindgren. Task Force Leaders: Mike Seibert, Kerry Abrams.

San Bernardino, CA

Southern California dual sport riders turned out in top numbers to show their support for the area’s 13th annual Ride for Kids® on Sunday, June 12, raising a record \$116,632.

Under sunny skies, the riders left Glen Helen Raceway and made their way through the mountains of the San Bernardino National Forest. The 90-mile route, which included remote trails, gravel and forest service roads, had just reopened to off-road vehicles after a two-year closure from fires and flooding rains.

The five Ride for Kids® stars in attendance were living proof that progress is being made in childhood brain tumor research. Brandon, 8, is now a motorcycle racer like his father, while Frank, 18, was excited to be graduating from high school and attending UCLA in the fall.



Richmond Ride for Kids® “star” Brittany chats with Allen Hughes.



Ride for Kids® “star” Trent and his sister Lexie enjoy the event in San Bernardino.

Top fundraiser: Curtis Herrmann, \$22,666; top club: Orange County Dualies, \$40,050; top motorcycle business: Fineline Motorsports, \$37,560; Honda motorcycle grand-prize winner: Dyrck McClellan. Task Force Leaders: Jim Woods, Buddy Percin, Paul Flanders.



Cleveland "stars" Cassie and Devon.

Cleveland, OH

Nearly 175 participants turned out for the first annual Cleveland, Ohio, Ride for Kids® on June 12, raising \$27,207. Their ride began under warm, overcast skies at Rocky River High School and followed beautiful curvy roads to the park-like setting of Woodridge Middle School.

Four young brain tumor survivors and

their families took part in the Celebration of Life program. Sandy, mom of eight-year-old Sam said, "Sam's brain tumor made me realize what is important in life and what isn't. It's efforts like this that make such a difference."

Dr. Chad Jacobson spoke on behalf of the medical community, thanking the riders for their participation.

Top fundraisers: Jennifer & Richard Silva, \$8,700; top club: Red Knights Motorcycle Club, \$4,205; top motorcycle business: Sill's Motor Sales, \$5,220; Honda motorcycle grand-prize winner: Jennifer & Richard Silva. Task Force Leaders: Ruth & David Ostoich, Jennifer & Richard Silva.

Kansas City, MO

Rainy weather didn't deter more than 300 motorcyclists from turning out for the second annual Kansas City Ride for Kids® on Sunday, June 12. After all, what's a little rain compared to the tornadoes of last year? Unfazed, the participants raised \$21,454 for



Ride for Kids® "star" Ben likes the view in Kansas City from his sidecar.

the PBTF's medical research and family support programs.

Making a loop from Maple Woods Community College in Kansas City, the motorcyclists enjoyed a picturesque ride through rural Clay County, Mo., and the area surrounding Smithville Lake. The heartwarming Celebration of Life featured six young brain tumor survivors and their families, along with Lisa Polka, an oncology social worker at Children's Mercy Hospital in Kansas City.

Top fundraiser: Kim Freese, \$2,403; top club: Gold Wing Touring Association MO Chapter B, \$1,408; top motorcycle business: Dell's Honda, \$3,799; Honda motorcycle grand-prize winner: Paul Lively. Task Force Leaders: Vicky Harding, Greg Williams, Teresa Meyer.

Check the next issue of *The Helping Hand* for updates on the rest of the 2005 Ride for Kids® season. □

Ride for Kids®

Remaining 2005 Schedule

August

- August 7 Hudson Valley, NY, *Road Ride*
Madison, WI, *Road Ride*
- August 21 ★Salt Lake City, UT, *Road Ride*
New England (North Oxford, MA),
Road Ride
- August 28 Asheville, NC, *Road Ride*
Ann Arbor, MI, *Road Ride/Dual Sport*

September

- September 11 Puget Sound (WA), *Road Ride*
- September 18 ★Philadelphia, PA, *Road Ride*
St. Louis, MO, *Road Ride*
- September 25 Columbia, MD, *Road Ride*
Birmingham, AL, *Road Ride*

October

- October 2 Sacramento, CA, *Road Ride*
★Portland, OR, *Road Ride*
- October 9 Dallas/Fort-Worth, TX, *Road Ride*
★Las Vegas, NV, *Road Ride*
- October 16 ★San Diego, CA, *Road Ride*
Phoenix, AZ, *Road Ride*
- October 23 Louisiana (Lafayette, LA), *Road Ride*

November

- November 6 Dunnellon, FL, *Road Ride*

★first-time events



Atlanta
Ride for Kids®
“star” Jack

The HELPING HAND

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Get connected with online fundraising

Thousands of people around the country raise money for the Pediatric Brain Tumor Foundation, and we're always looking for ways to help you reach your fundraising goals. We're excited to announce a new fundraising tool that will help you raise even more money, and allow you to make it even more personal.

By setting up a personal fundraising page online, you'll be able to tell many more friends, family and co-workers about what you're doing to help in the fight against children's brain tumors. Getting started is easy. It only takes a few minutes to create your page, and you can add your own pictures and text or use ours. Then, just e-mail the link to your friends, family, colleagues—anyone whom you think can help you reach your target.

We encourage you to use this new tool in addition to what you are doing now, not instead. Asking people to support your fundraising efforts face to face is always best, but your personal fundraising page will allow you to reach people who are spread out all over the country—and increase the amount of money you'll collect.

To set up your page, go to <http://www.justgiving.com/PFP/pbtfus> and click on “Get Started.” Be sure to let us know when you launch your page and when you plan a fundraising event. □



PEDIATRIC BRAIN TUMOR FOUNDATION
curing the kids

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