



**CURESEARCH** ULTIMATE HIKE

GAINING GROUND TO END CHILDREN'S CANCER

## INTRODUCTION TO CURESEARCH FOR CHILDREN'S CANCER

Did you know that every year, more than 40,000 children undergo cancer treatment and that cancer is the leading cause of death by disease among children? What about the fact that in the last 20 years, only three cancer medications have been specifically approved for children? At CureSearch for Children's Cancer, we are fueled by these devastating facts, and that's why for almost 30 years we've made it our goal to change the odds for those children most at risk.

Of course, we can't change the odds on our own. We have a dynamic team of experts and life-changing programs that fuel our fire. Following the advice of our Scientific Advisory Council, the brightest thought leaders in the field, we make big investments in research projects that solve the tough challenges slowing the search improved treatments. We sponsor the best young cancer researchers who are on their way to creating breakthroughs in future treatments. Nearly our support for families is second to none – with nearly one million people accessing our free online resources every year. We also offer grants to local hospitals to help them improve the quality of life for children and their families. And finally, Catapult, our newest initiative, will catapult the best research out of the lab and into the clinic and commercialization to save children now. Simply put: we've got the dedication and support to fight for every child diagnosed with cancer.

For more information, visit [www.curesearch.org](http://www.curesearch.org).

## THE ULTIMATE HIKE STORY

When CureSearch for Children's Cancer started the Ultimate Hike program seven years ago, I never would have thought that it would change my life (and so many other lives) like it has. I'll never forget watching the first line of hikers' headlamps disappear into the darkness as the Ultimate Hike began. Fast forward seven years later, and I've seen Ultimate Hike weddings, Hikers' children take their first steps on the trail, and people lose hundreds of pounds through training. I've also seen the incredible healing power of Ultimate Hike, as parents who've lost children to cancer find their voice and let others bear just a tiny bit of their grief. I've also seen breakthroughs in children's cancer research as a result of the lifesaving funds raised.



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It's such an amazing experience that many Hikers declare they will be hiking until they're physically unable to, or until CureSearch finds a cure for every child diagnosed with cancer. If that doesn't sound like a big enough reason to take a hike, I don't know what is.

Ultimate Hike is all about doing something that makes a big difference in a short amount of time. This life changing, lifesaving adventure gives hikers the opportunity to trek 20-30 miles in one day for a common goal: to tell children's cancer to take a hike. Today, Traditional Ultimate Hikes take place in South Carolina, West Virginia, Northern Minnesota, Indiana, and Texas, with Hikers training on their own or in one of 28 official training cities across the US. There are even partner-driven events and a Create Your Adventure Program.

### FROM OUR SUPPORTERS

"As we walked along one long stretch of trail a lone Ultimate Hiker came up behind me, I stepped off the trail to let the young man pass. He was in his late teens, hiking for his nephew...from the front of his pack straps hung two tiny athletic shoes in a baby size...they swung with each step he made. I had to stop for a moment as the breath left my body." – *James Brannock*

"In Will's memory, my passion, my means of fighting cancer and battling my own grief is now in the Ultimate Hike, which benefits CureSearch for Children's Cancer. I am in my fourth year as a team captain and on-trail coach." – *Steve Dickes*

"The hike brought people together that have experienced children's cancer and a lot of new friendships were made. Really remarkable." – *Annie Gould*

"We've partnered with CureSearch for Children's Cancer because they focus on research for children's cancer at an accelerated pace. They want to see results as much as we do. These children are our future and they are dying." – *Hadley Park*



## ULTIMATE HIKE FACT SHEET

- Ultimate Hike is a life changing, lifesaving adventure on which participants trek 20-30 miles in one day to raise money for children's cancer research.
- Since its inception in 2011, over 1,000 people have completed The Ultimate Hike, raising \$4M for children's cancer research.
- CureSearch for Children's Cancer currently hosts six Ultimate Hike events nationwide and four partner – planned events. We also sponsor a *Create Your Adventure* program to encourage people to plan their own hike to help kids with cancer.
- Ultimate Hikers come from all walks of life, united by the desire to do something big to help end children's cancer. Our training program ensures participants will find success, whether they start as high-level athletes or hiking novices.
- Training programs led by designated coaches are provided in 28 cities. Hikers can train on their own. We've had participants join us from as far away as London.
- Ultimate Hike participants receive training, coach support, lodging, food, transportation to the trailhead, on-the-trail support, and a life-changing experience.
- This is a fundraising program that benefits CureSearch. Fundraising requirements depend on the hike. Our team of fundraising experts gives you tools and advice to help you reach your goals.

## WHY WE HIKE

- Every day, 43 children are diagnosed with cancer. One in eight won't survive.
- In the last twenty years, only three drugs have been developed specifically to treat children with cancer.
- Three in five children who survive their cancer suffer devastating, lifelong side effects like infertility, loss of limb, and cognitive impairments.



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## 2017 ULTIMATE HIKE DATES AND LOCATIONS

[Foothills Trail](#) - April 29, 28.3 Miles. *Registration deadline is March 1, 2017.*

Stay in Northern Georgia, hike in North and South Carolina. Training groups in Atlanta, Charlotte, Columbia, Greenville SC, and Raleigh, or train on your own.

[Dolly Sods Wilderness](#) - June 10, 20.7 Miles. *Registration deadline is April 15, 2017.*

Stay and hike in West Virginia. Training groups in Charlottesville, Philadelphia, Pittsburgh, and Washington, DC, or train on your own.

[Superior Hiking Trail](#) - August 19, 25.5 Miles. *Registration deadline is June 21, 2017.*

Stay and hike in Northern Minnesota. Training groups in Madison, Rochester, MN, and the Twin Cities, or train on your own.

[Tecumseh Trail](#) - October 7, 30 Miles. *Registration deadline is August 9, 2017.*

Stay and hike in Brown County, IN. Training groups in Chicago, Cincinnati, Detroit, Indianapolis, Kalamazoo, and St. Louis, or train on your own.

[Lone Star Trail](#) - October 21, 22.7 Miles. *Registration deadline is August 23, 2017.*

Stay and hike in Texas. Training groups in Austin, Dallas, Houston, and San Antonio, or train on your own.

[Southeast Foothills Trail](#) - November 11, 28.3 Miles. *Registration deadline is September 13, 2017.*

Stay in Northern Georgia, hike in North and South Carolina. Training groups in Asheville, Charleston, Chattanooga, Jacksonville, Knoxville, and Nashville, or train on your own.

## CREATE YOUR ADVENTURE

Create Your Adventure is your chance to plan your lifesaving adventure from start to finish. All you need is an idea, and you're ready to hike, climb, or camp your way towards cures for children's cancer. Visit [www.ultimatehike.org/adventure](http://www.ultimatehike.org/adventure) for details, or ask if there is an existing partner planned Create Your Adventure event near you.



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## ULTIMATE HIKE CONTACT INFORMATION

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## CURESEARCH CANCER RESEARCH PROGRAMS

*Our vision is to improve childhood cancer treatment and cures to deliver the potential for childhood cancer patients to lead long, healthy lives.*

As recently as 1975, only half of the children diagnosed with cancer actually survived. Therapies were often administered at adult dosages, testing the limits of a child's ability to survive the treatment itself. As treatment protocols were established for the use of chemotherapy in children, researchers began to prevent many of the negative consequences of childhood cancer treatment. Between 2004-2010, more than 80% of children and adolescents diagnosed with cancer reached the benchmark survival target of 5 years post-[diagnosis](#).

However, even as more children defy the odds, the treatments used to save their lives continue to have toxic [side effects](#). Two out of every three survivors will still develop at least one complication — many due to the [toxicity](#) of therapies originally developed for adults. More than half of survivors will experience a severe complication (including death) by the time they reach 50 years of age. Treatments for children's cancer have also lagged behind those for other cancers. In the last decade, over 90 new cancer drugs have been approved by the Federal Drug Administration<sup>1</sup> — yet only 3 of these therapies have been approved specifically for children's cancer.

In 2013, CureSearch introduced a groundbreaking new model to address these issues. Inspired by the voices of countless families who continually advocate for new treatment options, we launched the [Acceleration Initiative](#), our \$10 million commitment to find the most promising children's cancer research, drive it to [clinical](#) practice, and quickly identify better treatments and cures. Under our new model, we accelerate the search for cures by posing essential challenges to scientists and inviting teams to overcome them with innovative research approaches; and we transcend the barriers of a broken research system by establishing new pathways to end children's cancer.

Our Acceleration Initiative and [Young Investigators Program](#), combined with insights from our [Scientific Advisory Council](#) and support provided by the [CureSearch Community Impact Awards \(CCIA\)](#), help us stand at the intersection of medical, scientific, and commercial sectors to identify new treatments and cures for children's cancer.



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## HISTORY OF CURESEARCH FOR CHILDREN'S CANCER

For more than 25 years, CureSearch has played a vital role in finding research breakthroughs for children's cancer. Since our founding, we've been steadfastly committed to ending childhood cancer by helping children receive the treatment they need to survive, while also supporting their families.

Formally incorporated in 1987 as the Orion Medical Sciences Institute, CureSearch's role was to facilitate medical research to advance treatments for children's cancer on behalf of the Children's Cancer Study Group, a research collaborative funded by the National Cancer Institute. The organization was also charged with raising charitable funds for such research. In 1992, the organization's name was changed to National Childhood Cancer Foundation (NCCF) to more accurately reflect its national scope and focus on children's cancer.

In 2000, the Children's Cancer Study Group merged with three other children's research collaboratives, the Pediatric Oncology Group, Intergroup Rhabdomyosarcoma Group, and the National Wilms Study Tumor Group. From these four legacy groups, the Children's Oncology Group (COG) was formed.

At the same time, NCCF became the federal grantee, fiscal and administrative agent, and fundraising and advocacy organization on behalf of the COG. Today, the COG remains the largest cooperative children's cancer research entity in the world, with more than 210 member hospitals and over 7,000 physicians, nurses and other researchers. In the United States, COG member hospitals treat 90% of children with cancer.

In January 2010, National Childhood Cancer Foundation adopted a national voluntary health model which included opening 8 offices across the nation and organizing grassroots fundraising events and activities to raise money for children's cancer research. To better align itself with a grassroots constituency and communicate the organization's mission through its name, NCCF became CureSearch for Children's Cancer.

During 2011-2012, CureSearch for Children's Cancer ended its role as federal grantee, fiscal and administrative agent, and exclusive fundraising organization for the COG. This change coincided with a change in COG Principle Investigators and the Foundation's expansion to fund research beyond clinical trials.

Today, our mission is to end childhood cancer by driving targeted and innovative research with measurable results in an accelerated time frame. To do this, we fund scientific research to challenge the status quo and promote collaboration to push the children's cancer research field closer to finding cures.

## Meet an Ultimate Hero

At age 4, Izzy was diagnosed with Wilms Tumor and rushed to surgery to remove a grapefruit sized tumor, as well as her right kidney. Following surgery, Izzy underwent 15 rounds of chemotherapy and had to drop out of preschool and dance class. Thanks to research, Izzy is now celebrating 3.5 years in remission and doing well! In 2014, Izzy's mom Jennie traveled from Utah to South Carolina to hike in honor of Izzy.



"For my first Ultimate Hike, I trained on my own in Utah and met the group in Georgia. I was nervous about meeting the group, but they welcomed me with open arms. I am looking forward to seeing the friends I made when I hike again next year!"

- Jennie, Ultimate Hike Alumni



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TELL CHILDREN'S CANCER  
TO **TAKE A HIKE.**

## Ultimate Hike

CureSearch for Children's Cancer is pleased to offer a life changing, lifesaving adventure to support children's cancer research. Ultimate Hikes are 20-30 mile treks in one day on some of America's most beautiful trails.

## Get Started Today!

To start your Ultimate Hike journey, learn more about Ultimate Hike from one of our team members. Visit [www.ultimatehike.org](http://www.ultimatehike.org) or contact us at [ultimatehike@curesearch.org](mailto:ultimatehike@curesearch.org).

At CureSearch for Children's Cancer, our mission is to **END CHILDREN'S CANCER.**



## What Makes Us Unique

- Cancer takes the lives of more children than all other diseases combined. Ultimate Hike is the only national endurance hiking program that gives you the chance to change the odds for the 43 children diagnosed each day.
- Ultimate Hike is for adults of all ages, and we can meet you at your fitness level. We've worked with those just starting, ultramarathoners, and everyone in between.
- Our staff and experienced coaches will work with you to ensure your success. If 20-30 miles in one day sounds like too much, choose a shorter distance. The important thing is to just start hiking!



## Your Ultimate Hike Experience Includes:

- 12-14 week training program in official cities; expert virtual support for hikers training on their own
- Ultimate Hike swag bag with a wicking T-shirt, bandana, and more
- Industry-leading collection of training and fundraising resources to ensure your success
- Hotel accommodations for two nights
- Pasta Party, Victory Reception and Awards Breakfast
- Outstanding trail support, featuring experienced coaches and fully stocked aid stations
- Transportation from the hotel to the trail
- The opportunity to create lifelong friends... while supporting children's cancer research

