

Cruisin' for St. Jude[®]

What is Cruisin' for St. Jude?

Cruisin' for St. Jude[®] is a fun and rewarding motorsports program supporting St. Jude Children's Research Hospital[®]. Riders and drivers across the country join together to hold *Cruisin' for St. Jude* events, that include car, motorcycle, and other motorsport activities. By participating in shows and cruises you can be a part of the hospital's mission. Finding cures. Saving children[®].

How does it work?

St. Jude provides *Cruisin' for St. Jude* coordinators with fundraising materials. Coordinators encourage participants to contact family and friends to obtain sponsorships for taking part in the event. Donors can make a flat donation or make pledges based on the total miles completed. Participants collect donations and enjoy a day of *Cruisin' for St. Jude*.



Why should you do it?

- To help St. Jude patients battling cancer and other life-threatening diseases.
- To bring your community together for a rewarding and meaningful event.
- To win great prizes. Visit stjude.org/cruisin for a complete list.
- To ensure you have the most successful event, resources are provided, which include an easy-to-use website that allows you to create customized web pages and a dedicated Coordinator Support Line (1-800-567-0675) available Monday–Friday, 7:30 a.m.–7 p.m. (CT).

St. Jude patient Mason, age 5, acute lymphoblastic leukemia

Get involved today.

Call 1-800-567-0675 or
visit stjude.org/cruisin





St. Jude patient Mason with his mom Kimberly

Who do you help?

Mason's parents were concerned when he developed mysterious bruises. A trip to the doctor revealed Mason suffered from acute lymphoblastic leukemia, the most common form of childhood cancer. Mason's family arrived at St. Jude Children's Research Hospital that night. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to 80% since it opened 53 years ago. At St. Jude, Mason will undergo two-and-a-half years of chemotherapy. He's an outgoing kid. He loves to fish and knows fish in the river near his home – rainbow trout and bass.

About St. Jude

- Families never receive a bill from St. Jude for treatment, travel, housing, and food – because all a family should worry about is helping their child live.
- St. Jude is working to drive the overall survival rate for childhood cancer to 90% in the next decade. We won't stop until no child dies from cancer.
- St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.



1-800-567-0675 | stjude.org/cruisin

