

Cruisin' for St. Jude®

You Make a Difference.

Your participation is important. The donations you collect will help fund the lifesaving research and treatment at St. Jude Children's Research Hospital.® From the staff, parents and patients of St. Jude – **Thank You!**

Mason is an outgoing kid. He loves to fish and knows the fish in the river near his home – rainbow trout and bass.



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

Why Participate?

- By raising money through *Cruisin' for St. Jude*, you help further the mission of St. Jude Children's Research Hospital. Finding cures. Saving children.®
- Families never receive a bill from St. Jude for treatment, travel, housing, or food – because all a family should worry about is helping their child live.

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. Mason's family arrived at St. Jude that night. At St. Jude, Mason will undergo two-and-a-half years of chemotherapy.

Because the majority of St. Jude funding comes from individual contributors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.

St. Jude freely shares breakthroughs it makes. Every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

How Do You Participate?

- 1. Set Your Goal.** Raise \$75 – earn a *Cruisin' for St. Jude* patch, T-shirt and hat.
- 2. Fundraise.**
 - Set up your fundraising page on stjude.org/cruisin.
 - Ask friends, relatives, neighbors, and local businesses to sponsor you.
 - Encourage sponsors to show support with credit card donations on your personal fundraising page.
 - Customize email templates to request donations.
 - Post links to social media.
- 3. Collect Donations.** Convert all cash to checks or money orders payable to St. Jude Children's Research Hospital. Turn in donations to the Coordinator on event day.

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

