

CITY OF HOPE

WALK FOR HOPE

WOMEN'S CANCERS, WOMEN'S CURES

Overview

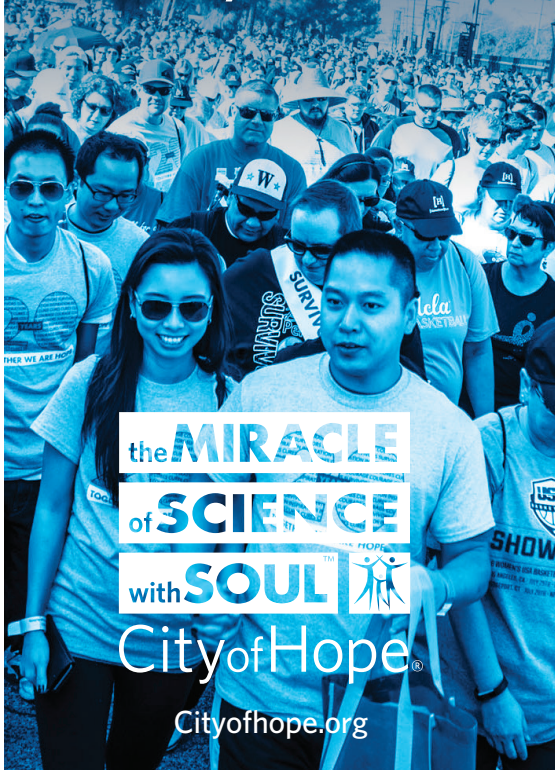
City of Hope's Walk for Hope began in 1996 to raise funds for women's cancers. Since its inception, participants have raised more than \$36 million. Most recently, events in Los Angeles, San Diego and Phoenix have drawn tens of thousands of participants, including survivors and their friends and family, former patients, physicians and researchers and other City of Hope staff.

DATE

SEPTEMBER 23, 2018

LOCATION

**Chastain Park
Atlanta, GA**



Please join us!

You and your company can activate in many ways, including:

Sponsor Walk for Hope

Walk for Hope sponsorship is an effective way to create an emotional connection with a group of committed supporters, provide on-site one-on-one engagement with consumers and know that your sponsorship dollars will be well

stewarded. Becoming a Walk for Hope sponsor includes opportunities to have logo inclusion in both print and web materials, social media mentions, on-site booth with sampling opportunity, television promotional spots, signage and more. Presenting sponsorship opportunities are available!



Start a Walk for Hope Team

Our Walk for Hope teams are an integral part of our fundraising efforts. Anyone can be a Walk for Hope team captain, and we have developed a handbook to help our walk leaders maximize team fundraising. Our Walk for Hope team

captains are truly ambassadors for our cause. Many companies use this as an opportunity to rally employees behind an important cause while having fun! There is no fee to participate, but the minimum fundraising commitment for this year's walk is \$250 per person.



Become a Volunteer Leader

Volunteer leadership is critical to Walk for Hope's success. We are actively recruiting a walk chair, as well as an executive leadership team. This level of involvement offers a unique opportunity to showcase your and your company's dedication to curing women's cancers AND to raise significant funds for the prevention and treatment of women's cancers.



For additional information about the Atlanta Walk for Hope, please contact **Suzan Fernandez** at **(626) 482- 0053** or **sfernandez@coh.org**.