FOR IMMEDIATE RELEASE CONTACT: [WALKER’S NAME] [DATE] [PHONE NUMBER]

**Motivated by [PICK ONE, E.G., *community, family*, *love, joy, gratitude, grief*, ETC.], [NAME] takes steps to conquer cancer**

***[HE/SHE] will participate in the annual Boston Marathon® Jimmy Fund Walk presented by Hyundai on Sunday, September 22nd***

**BOSTON, [Month, Day] 2019** — [START WITH A SHORT, SUCCINCT REASON FOR WALKING, E.G., “[NAME] *nearly lost her mother to cancer last year.”*]

[LAST NAME], of [HOMETOWN], is joining an expected 9,000 people in the [Boston Marathon® Jimmy Fund Walk](http://danafarber.jimmyfund.org/site/TR?fr_id=1060&pg=entry) presented by Hyundai, which takes place Sunday, September 22, 2019. Funds from the event support adult and pediatric cancer research and care at the nation’s premier cancer center, [Dana-Farber Cancer Institute](http://www.dana-farber.org/).

The event is the only organized walk permitted on the historic Boston Marathon® course. Participants choose among four route options: Marathon Walk (26.2 miles from Hopkinton), Half Marathon Walk (13.1 miles from Wellesley), 10K Walk (6.2 miles from Newton), or 5K Walk (3.1 miles from Dana-Farber Cancer Institute in Boston’s Longwood Medical Area). All routes finish at the Copley Square Finish Line.

Participants who are not going to be in the area on September 22 can opt to register as Virtual Walkers. Whether participating for themselves, loved ones, neighbors, or co-workers, each walker shares a common purpose: to support breakthroughs that will benefit cancer patients around the world.

*[Briefly describe the personal reasons cited in the first paragraph for participating and raising money for the Jimmy Fund and Dana-Farber. Write this in third-person narrative.]*

[LAST NAME] has set a fundraising goal of [AMOUNT] and is part of team [TEAM NAME], whose goal is to raise [AMOUNT]. To support [LAST NAME], visit [FUNDRAISING PAGE ADDRESS].

[LAST NAME] will join friends and family, survivors, doctors and caregivers, and members of the local community as they support one another, share stories and “feel the love” throughout the event.

Each year, approximately 52 current and former pediatric and adult cancer patients from Dana-Farber are

paired with Walk teams as “Patient Partners” or more notably “Jimmy Fund Walk Heroes”.  For the patients, their partnership with the walkers provides a unique and friendly focus outside their illnesses. For the Walkers, the Heroes provide never-ending inspiration to participate and raise critical funds for cancer research and patient care at Dana-Farber.

Along the course, walkers are treated to 12 refueling stations along the course as well as poster-sized photographs of the Jimmy Fund Walk Heroes displayed at each mile marker and half-mile marker as inspiration. The Walk culminates in Copley Square with a Finish Line celebration in complete with food, music, and a speaking program.

The Boston Athletic Association has supported the Boston Marathon Jimmy Fund Walk for 31 years as participants have raised more than $135 million for Dana-Farber and the Jimmy Fund.

To register for the Boston Marathon Jimmy Fund Walk presented by Hyundai or to support a walker or volunteer, visit [www.JimmyFundWalk.org](http://www.JimmyFundWalk.org) or call (866) 531-9255.

**About the Jimmy Fund**

The Jimmy Fund (www.JimmyFund.org) solely supports Boston’s Dana-Farber Cancer Institute, raising funds for adult and pediatric cancer care and research to improve the chances of survival for cancer patients around the world. It is an official charity of the Boston Red Sox, as well as the official charity of the Massachusetts Chiefs of Police Association, the Pan-Mass Challenge, and the Variety Children's Charity of New England. Since 1948, the generosity of millions of people has helped the Jimmy Fund save countless lives and reduce the burden of cancer for patients and families worldwide. Follow the Jimmy Fund on Facebook: www.facebook.com/thejimmyfund and on Twitter: @TheJimmyFund.

**About Dana-Farber Cancer Institute**

From achieving the first remissions in cancer with chemotherapy in 1948, to developing the very latest new therapies, Dana-Farber Cancer Institute is one of the world’s leading centers of cancer research and treatment. It is the only center ranked in the top 4 of U.S. News and World Report’s Best Hospitals for both adult and pediatric cancer care.

Dana-Farber sits at the center of a wide range of collaborative efforts to reduce the burden of cancer through scientific inquiry, clinical care, education, community engagement, and advocacy. Dana-Farber/Brigham and Women’s Cancer Center provides the latest in cancer care for adults; Dana-Farber/Boston Children's Cancer and Blood Disorders Center for children. The Dana-Farber/Harvard Cancer Center unites the cancer research efforts of five Harvard academic medical centers and two graduate schools, while Dana-Farber Community Cancer Care provides high quality cancer treatment in communities outside Boston’s Longwood Medical Area.

Dana-Farber is dedicated to a unique 50/50 balance between cancer research and care, and much of the Institute’s work is dedicated to translating the results of its discovery into new treatments for patients locally, and around the world.

###