

 **HYUNDAI** PRESENTS

# BOSTON MARATHON® JIMMY FUND WALK

## CELEBRATING 30 YEARS

### VIRTUAL WALKER PROGRAM

#### ABOUT THE JIMMY FUND WALK

The Boston Marathon® Jimmy Fund Walk presented by Hyundai raises the most money of any single-day walk in the nation and has raised more than \$125 million for Dana-Farber Cancer Institute's fight against cancer since 1989. In 2017, more than 9,300 participants and 1,000 volunteers took to the Boston Marathon® course and raised more than \$8.7 million.

Can't join us on **Walk day, September 23, 2018?** Become a Virtual Walker today!

#### WHAT IS A VIRTUAL WALKER?

- Jimmy Fund Walk participants who cannot make it on Walk day (may live outside of New England, may have another commitment that day, may not be able to physically participate, etc.)
- Many Virtual Walkers hold their own Jimmy Fund Walk on a date, and in a location, that works for their schedule. Consider hosting your virtual walk on Sunday, September 16 – one week before Jimmy Fund Walk day and a great way to kick-off Walk week!

#### FEATURED VIRTUAL WALKERS

*We decided to host a virtual walk in Indiana in remembrance of our dear friend, Audrey, and in support of her pen-pal, Ellie. 11-year-old Ellie made a goal of raising \$10,000 to support the Jimmy Fund Walk and Dana Farber Cancer Institute, and we were happy to help Ellie accomplish her goal. We had a wonderful time hosting our own walk in Indiana while skyping with the Boston walkers and eating one of Audrey's favorite foods - chocolate chip pancakes.*

*-Jennv Cox. Virtual Walker*



#### VIRTUAL WALKER BASICS

- Agree to raise **\$100 (\$25 for those 12 years old or younger)** to support Dana-Farber's lifesaving mission
- Receive a personal fundraising page with tips and tools to help reach your fundraising goals
- Access to the Virtual Walker toolkit, a dedicated Jimmy Fund Walk staff member to offer support, and materials such as posters, lawn signs, and more to promote your virtual walk and fundraising
- Earn prizes based on fundraising milestones including:
  - A Jimmy Fund Walk hat when fundraising minimum is met
  - A Jimmy Fund Walk T-shirt and medal when you raise \$325 (\$125 for those 12 years old and younger)
  - Pacesetter rewards when you raise \$1,500 or more (\$500 for those 12 years and younger)
- Visit [JimmyFundWalk.org](http://JimmyFundWalk.org) to learn more!

#### FOR MORE INFORMATION

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