

Suggested Walker Talking Points

1. *General Walk Messaging:*

- a. The [Boston Marathon® Jimmy Fund Walk](#) presented by Hyundai will take place on **Sunday, October 6**, and continues to unite supporters in our joint effort to defy cancer.
- b. The Jimmy Fund Walk raises funds to support all forms of adult and pediatric patient care and cancer research at the nation's premier cancer center, [Dana-Farber Cancer Institute](#).
- c. The Jimmy Fund Walk has raised more than \$176 million for Dana-Farber Cancer in its 35-year history, raising over a record-breaking \$9.4 million in 2023.
- d. The Jimmy Fund Walk is Dana-Farber's signature fundraising event.
- e. The Jimmy Fund Walk raises the most money of any single day walk in the nation.

2. *Dana-Farber Differentiator:*

- a. Dana-Farber's approach integrates research and patient care. This 'Bench to bedside' approach allows researchers to work in their lab and then walk across the hall to see patients and implement their learnings.
- b. When you donate to Dana-Farber's Jimmy Fund Walk, you are helping patients directly. These fundraising dollars and every step you take helps cancer patients in Boston and around the world.

3. *Celebrating Your Story:*

- a. Cancer doesn't stop; neither do I.
- b. I walk because...
- c. This year, I plan to walk because....
- d. I plan to walk with....
- e. My fundraising goal is.....
- f. My favorite part about the Walk is....

4. *Registration Information:*

- a. To register for the Walk ([#JimmyFundWalk](#)) or to support a walker, visit www.JimmyFundWalk.org or call (866) 531-9255.
- b. Registrants can enter the promo code NEWS for \$5 off the registration fee.

5. *About the Jimmy Fund*

- a. [The Jimmy Fund](#) is comprised of community-based fundraising events and other programs that, solely and directly, benefit Dana-Farber Cancer Institute's lifesaving mission to provide compassionate patient care and groundbreaking cancer research for children and adults. The Jimmy Fund is an official charity of the Boston Red Sox, 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, X, and Instagram: [@TheJimmyFund](#).

6. *About Dana-Farber:*



- a. Dana-Farber Cancer Institute is one of the world's leading centers of cancer research and treatment. Dana-Farber's mission is to reduce the burden of cancer through scientific inquiry, clinical care, education, community engagement, and advocacy. Dana-Farber is a federally designated Comprehensive Cancer Center and a teaching affiliate of Harvard Medical School.
- b. We provide the latest treatments in cancer for adults through [Dana-Farber Brigham Cancer Center](#) and for children through [Dana-Farber/Boston Children's Cancer and Blood Disorders Center](#). Dana-Farber is the only hospital nationwide with a top 5 U.S. News & World Report Best Cancer Hospital ranking in both adult and pediatric care. As a global leader in oncology, Dana-Farber is dedicated to a unique and equal balance between cancer research and care, translating the results of discovery into new treatments for patients locally and around the world, offering more than 1,100 clinical trials.