



Answers for Kids Cancer

supported by The Steven Walter Foundation organisers of
The Snowy Ride



Presented by Aaron & Marty
www.lapofthemap.com.au

Answers for Kids Cancer

Help eliminate Childhood Cancer in Australia

- On behalf of the Steven Walter Foundation, it is with great pleasure I invite you to support 'Answers for Kids Cancer'. This is the first program of its kind in Australia, and its goal is to improve survival rates for children with cancer and reduce the side effects of treatment.
- The mission of Answers for Kids Cancer is to target those children who do not survive. This program is a vital pipeline between the world class research capabilities of Children's Cancer Institute Australia (CCIA) and the clinical expertise of the Cancer Centre at the Sydney Children's Hospital.



Answers for Kids Cancer

- We need your help and support for Answers for Kids Cancer to give hope to our greatest asset, our children.
- Ultimately this will mean that every Australian child with cancer will be offered the chance of a healthy life. With your support we believe we can one day eliminate childhood cancer in Australia, and invite you to share this journey with us.



The Steven Walter Foundation

- This Foundation was established in the name of Steven Walter, he was a bright young boy diagnosed with cancer at just 11 years of age and bravely fought the disease for 8 years, eventually succumbing to the illness as a young man. Steven requested that money be raised for research and the support of children with cancer “so that one day no other kid will have to go through what I’ve been through”.
- Amongst childhood illness, cancer remains the most common cause of death and children continue to face painful and traumatic treatments. Over the past 30 years tremendous advances have been made in the fight against childhood cancer. With direct funding by The Steven Walter Foundation, a genetic test for relapse risk has been developed and in the last 5 years the survival rate for children with cancer has nearly doubled to 70%. However this still means that 30% of children diagnosed with cancer don’t survive. So it is this 30% who are being targeted with ground breaking research.



The Steven Walter Foundation

- The purpose of this foundation is to organise events that raise money for research into childhood cancer and give support to children with the disease. Steven was a keen motorcyclist, and with that in mind his parents began “The Snowy Ride”. With a few friends and a lot of heart they travelled into the Snowy Mountains region to raise a few dollars for a good cause. There they found a welcoming, giving community and one that was to become the ‘Home’ of the Snowy Ride. The Snowy Ride has grown year on year and is now one of the most attended motorcycle events in Australia. Last year there were in excess of 3200 registered attendees.



The Snowy Ride 2010

- To date the Snowy Ride has raised a bit over 3 million dollars for childhood cancer research.
- 2010 sees the 10th anniversary of the Snowy Ride. As a way to celebrate this achievement and gain greater exposure to the Australian public, The Steven Walter Foundation has ambitiously embarked on the organisation of a fundraising ride that will circumnavigate Australia in around 33 days.
- The Foundation is looking to raise one million dollars in 2010 with the Ride Around Australia initiative. All funds raised will go to the 'Answer for Kids Cancer' program which is a joint venture involving the Cancer Centre at Sydney Children's Hospital at Randwick and the Children's Cancer Institute Australia (CCIA). Through this greater exposure it is hoped this year, that more than 1 million dollars will be raised to fund further research into finding a cure for childhood cancer.



The Snowy Ride 2010

- The ride will officially begin in Tenterfield on 4th October with around 60 registered riders and arrive in Thredbo on the 5th November, where another 3-4 thousand riders will have gathered to take part in the event .
- It is our intent to have interviews with local media outlets in as many locations as possible. We will be trying to squeeze in some sight seeing as well.
- You will be able to follow our progress and see regular photos and updates on our web site www.lapofthemap.com.au



Support Options

- Tax deductible cash, cheque or money order to Lap Of The Map Charity at any Commonwealth branch or send to PO Box 1469 Wagga Wagga
- Advertising – Multi media, Website, Radio, Print. Merchandise
- Provide pertinent product.

If the money raised by a few bike riders can have this much of an effect on survival rates, just think how much closer we will be to a cure if we ALL chip in. NOW is the time to be part of a solution, because one day, the child's life that is saved may be yours.



Endorsed by the Steven Walter Foundation

Endorsement No: A058-09/10



On behalf of all the sick kids your donation will help.

THANK YOU