

Walk for Someone You Know, or Someone We Do.

Bring together family, friends and colleagues to honour a special child you know who is battling or has battled cancer... or one we know....

...Cole is one of the 10,000 children in Canada currently experiencing cancer...



"This is our precious son, Cole. He is 5 years old and he has neuroblastoma.

You can visit his web site at www.caringbridge.org/visit/colepetrie to learn more about his story.

We encourage you to walk in honour of Cole and all children in Canada who are battling cancer.

Please support this cause that is so important to us all."
Jennifer and Brian Petrie.



EVENT DAY PARKING

Sunday, September 10th, 2006

Early Bird Discount Rate: \$5 per vehicle between 7:30am – 9:30am. **Please note** that this rate will increase to \$10 per vehicle as of 9:31am and on – no exceptions!

Parking Lot # 2

Directions to Parking: Whether traveling east or west on Lakeshore Blvd, proceed south on Ontario Place Blvd (first set of lights west of Strachan Avenue). The Parking Lot will be on the left/west side. Drive ahead to a parking attendant and pay as required. Drive to the most western end of the Lot to be as close to the Ontario Place main entrance as possible. Enter the venue via Centre Entrance and proceed to the Event Tent.

DRIVING DIRECTIONS TO ONTARIO PLACE

From the East

Take the Gardiner Expressway and exit at the Spadina/Lakeshore Ave exit, drive west along Lakeshore Blvd and follow signs to Ontario Place.

From the West

Take the Gardiner Expressway and get off at the Jameson Ave exit and follow Lakeshore Blvd eastbound to Ontario Place.

For map, GO and TTC directions, visit www.childhoodcancer.ca

WANT TO VOLUNTEER?

Volunteers are needed to help before, during and after the event. To volunteer please contact the Volunteer Coordinator at: (416) 413 – 1454 ext. 225 or email jennifer@halainc.com



55 Eglinton Avenue East, # 401
Toronto ON M4P 1G8
416 489-6440 Toll Free 1 800-363-1062
Charitable registration # 13189 7654 RR0001

Molly's Walk

for Childhood Cancer



...no ordinary walk in the park!

Sunday, September 10, 2006
8:00 am to 11:30 am
Ontario Place

10,000 Canadian children with cancer count on us. Can Molly count on YOU?

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www.childhoodcancer.ca

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Step up to the challenge

You and your family can help us reach our \$250,000 goal to fund pediatric cancer research in the 17 children's hospitals across Canada. Walk with Loonette and Molly, her doll and best friend. Let's all help 10,000 kids with cancer.

STEP 1:

Online registration- it's quick and easy.

Go to www.childhoodcancer.ca to register:

Register online up to noon, September 7, 2006.

Registration: \$30 per person* — free for kids 3 and under — includes an Ontario Place Play All Day Pass® (\$34 value), brunch, and a special time with your friends from The Big Comfy Couch™.

* EARLY BIRD REGISTRATION

Register online ON or BEFORE Thursday, August 17th, 2006 and pay only \$25 per person! And that's not all... you'll also be entered into a draw to win a \$300 Treehouse Gift Basket (one draw entry per paid registrant - 4 yrs and older).

In-person registration on event day is \$35.

Step 2: Raise Money Through Pledges

Once you have registered, there are two ways to get pledges:

Online: www.childhoodcancer.ca

Your supporters will find it easy to make a secure credit card donation in the name of any registered Walker.

On Paper: Pledge Form Inside

Carry this pledge form with you wherever you go and invite everyone to pledge to you.

You can collect credit card pledges online and cash/cheque pledges in person – why not do both?

Raise More, Win More:

Your pledges can win you great prizes!

\$100 T-shirt and Big Comfy Couch collectible
\$150 Above items plus a Scholastic Gift Pack
\$500 and over: Above items plus Molly doll and The Big Comfy Couch™ DVD.

GREAT PRIZES FOR HIGHEST PLEDGES:

- **Highest Pledge:** Big Comfy Couch Limited Edition Inflatable Couch, complete with Loonette and Molly dolls.
- **Second Highest Pledge:** A unique 36" Molly doll with Big Comfy Couch™ Gift Basket
- **Next Five Highest Pledges:** 2007 Ontario Place Season Pass® (Maximum 4 people per Pass)

Molly says "I can help you raise \$500 in 7 days"

MOLLY'S TIPS (for you or family members)

- | | |
|---|--------------|
| Day 1: Put in your own contribution | \$ 50 |
| Day 2: Ask your spouse or partner | \$ 50 |
| Day 3: Ask 4 relatives for \$25 each | \$100 |
| Day 4: E-mail 4 friends for \$25 each | \$100 |
| Day 5: E-mail 5 colleagues for \$20 each | \$100 |
| Day 6: Ask your boss for \$50* | \$ 50 |
| Day 7: Ask 5 neighbours for \$10 each | \$ 50 |



* Ask if your company has a matching gift program and double your total.

Day of the Walk

Event Day Schedule for Molly's Walk

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|--------------------------|--|
| 8:00am – 9:30am | Registration Opens (in Event Tent) |
| 9:30am – 9:45am | Welcome and Warm Up |
| 9:45am – 10:45am | 2 km Walk (one loop around Ontario Place) |
| 10:15am – noon | Participant Brunch |
| 10:45am – 11:15am | A special time with your friends from The Big Comfy Couch™ |
| 11:15am – 11:30pm | Closing Remarks and Prize Awards |
| 11:30am and on | Enjoy your Ontario Place Play All Day Pass®! |

Why Should We Walk?

The Childhood Cancer Foundation was established in 1987 and is the only national charity devoted entirely to the fight against childhood cancer. Cancer kills more kids in Canada, by far, than any other disease. There are currently 10,000 children in Canada battling cancer. The Foundation provides family support programs and funds research at all 17 children's hospitals across the country.

Cancer researchers need more money to help find better treatments and cures for our 10,000 children, and the 1,500 more children who are diagnosed each year. Survival rates have improved to about 75%, but researchers believe that we can reach a 100% cure rate in our lifetime. Funds raised from Molly's Walk for Childhood Cancer will be used to fund innovative research and clinical trials at Canada's 17 children's hospitals.

Walk with your family, friends and Molly to honour 10,000 children in Canada who are battling cancer. Show them you care. Raise pledges to support pediatric cancer research across Canada and help us get closer to that 100% cure rate.

www.childhoodcancer.ca