

Participate Today

TRIKE-A-THON

St. Jude Children's Research Hospital®



1-800-626-BIKE (2453)
www.stjude.org/trike

Finding cures. Saving children.



What is Trike-A-Thon?

Trike-A-Thon is a fun, week-long curriculum for daycare centers and preschools that teaches children riding-toy safety lessons through a series of interactive stories. Children receive these lessons from special St. Jude friends, Bikewell Bear® and Pedals the Bunny™, while raising money for St. Jude.

How does it work?

Coordinators receive an illustrated storybook and a DVD designed to help students learn a different safety lesson each day. At the end of the week, students bring their trikes or riding toys to school and practice the rules they've learned. Parents turn in donations collected from friends, family and co-workers who have sponsored their child's participation in the program.

Why Do It?

By participating in **Trike-A-Thon**, children will learn these four riding-toy safety rules:

1 Always wear your helmet.



2 Never ride in the street.



3 Always be careful near driveways.



4 Always watch where you're going.

It is also a great way to teach children at a young age about helping others. You and your students are helping St. Jude patients battling cancer and other catastrophic diseases.

Register today.

Call
1-800-626-BIKE (2453)
or visit
www.stjude.org/trike

Trike-A-Thon Resources

- A **Trike-A-Thon** DVD that contains the lessons, provides St. Jude information and features the theme song, “Different Spokes for Different Folks,” from the children’s band Hot Peas ‘N Butter™
- An illustrated storybook containing the **Trike-A-Thon** safety lessons
- Coloring books featuring each day’s lesson along with a driver’s license
- Stickers for each lesson
- A new **Trike-A-Thon** board game that helps reinforce the riding-toy safety lessons
- Posters to promote the event
- All paperwork needed to give to parents for sponsorship donations
- A dedicated Coordinator Support Line (1-800-626-BIKE) available Monday–Friday

Who You Help

Andrea is an outgoing, energetic four year old. When her stomach began to swell, her mother, Audra, was concerned. Andrea started to run fevers and a knot developed on the right side of her stomach. Andrea’s doctor ordered an ultrasound. When the results came in, he sent the family to St. Jude Children’s Research Hospital. At St. Jude, tests determined that Andrea suffered from Wilms tumor, a cancer of the kidney. She underwent surgery to remove the tumor and her right kidney, followed by six days of radiation. Andrea is now undergoing chemotherapy. She is doing well, and her treatments haven’t slowed her down at all.



Great Prizes for Participants

All participants receive Bikewell Bear and Pedals the Bunny stickers.

- Participants raising **\$35 or more** receive a **Trike-A-Thon** T-shirt.
- Participants raising **\$75 or more** receive a Bikewell Bear or Pedals the Bunny plush toy and a **Trike-A-Thon** T-shirt.
- Participants raising **\$100 or more** receive a Bikewell Bear backpack, a Bikewell Bear or Pedals the Bunny plush toy and a **Trike-A-Thon** T-shirt.



Great Prizes for Coordinators, Too

Coordinators can earn great prizes for their participation in the program. Visit www.stjude.org/trike for a complete listing of available prizes.

Prizes and incentive levels subject to change.



St. Jude Quick Facts

- Since opening in 1962, St. Jude has treated children from all 50 states and around the world.
- St. Jude is the only pediatric cancer research center where families never pay for treatments that are not covered by insurance. No child is ever denied treatment because of the family's inability to pay.
- During the past three years, 84 cents of every dollar received has supported the research and treatment at St. Jude.
- The daily operating cost for St. Jude is nearly \$1.4 million, which is primarily covered by public contributions.
- In 1962, the survival rate for acute lymphoblastic leukemia (ALL), the most common form of childhood cancer, was 4 percent. Today, the survival rate for this once deadly disease is 94 percent thanks to research and treatment protocols developed at St. Jude.

ST. JUDE PLACE