

CHILDREN ARE
2 LITTLE
AND ARE NORMALLY
DIAGNOSED
2 LATE
NEUROBLASTOMA AWARENESS DAY
2 FEBRUARY 2013
HELP US MAKE EVERY 2ND COUNT

LET'S FIND A CURE
FOR THE
NO.1
CAUSE OF CANCER DEATHS
IN CHILDREN
UNDER 5

NEUROBLASTOMA
DOES NOT NEED
A MIRACLE...
JUST MORE
FUNDING.

All funds raised from our Family Fun Day and fun run on 2 February 2013, will go directly to neuroblastoma research funding at the Children's Cancer Institute Australia (CCIA).

CCIA has one of the world's leading programs into neuroblastoma cancer. Neuroblastoma almost exclusively strikes infants and children. It is the third most common type of childhood cancer, after leukaemia and brain tumours, yet is the leading single cause of cancer deaths in children under five.

Over the last 10 years there has been little progress in survival rates of aggressive neuroblastoma due to a lack of funding, and therefore, a lack of research. That means 6,000 babies and toddlers will die from neuroblastoma this year alone.

The aim of the Family Fun Day is to raise community awareness of neuroblastoma and urgently needed research funds. This is your chance to help us.

MORE THAN
6000
BABIES AND TODDLERS
WILL DIE FROM NEUROBLASTOMA
THIS YEAR

SIENNA'S STORY

I started fundraising with my friends when my daughter Sienna was diagnosed with neuroblastoma at just 9 months of age. My partner and I had never heard of this disease, but we very soon found out that it was difficult, extremely complex and had been seriously under-researched.

Our little girl Sienna fought her neuroblastoma with amazing strength and spirit. She underwent 6 cycles of high dose chemotherapy, 2 operations, a stem cell transplant and 4 weeks of radiotherapy.

Actually getting through each phase of treatment was incredibly tough and we were often warned that Sienna could die as a result of the treatment itself. This was due to her immune system being destroyed or the possibility of complications.

We were delighted when Sienna was declared to be in remission after all this extensive and relentless treatment and hoped we had truly beaten the disease.

Sienna flourished into a beautiful little girl with lots of giggles and cheekiness and with an unbelievable amount of energy. She truly loved life and made every second count.

Very sadly, 11 months later Sienna relapsed. More treatment followed, more desperate searches trying to find a treatment or cure but 6 new tumours appeared. Tragically, we lost our wonderful little girl when she was just two and a half years old. Sienna missed meeting her little brother who was born 5 days later.

Watching Sienna fight and then lose her battle has to be the worst thing a mother could ever experience. We will always mourn her absence and lost future. We are, however, not prepared to accept that things have to be like this. No child should have to endure this dreadful disease.

It is this deep belief, and the inspiration my daughter Sienna will always give me, that has encouraged me to continue fundraising with my dear friends. It's also why we have decided, along with other families affected by neuroblastoma, to create the first Australian Neuroblastoma Awareness Day on 2 February 2013.

Please help us change the future for children being diagnosed today and tomorrow.



LUCY JONES, CO-FOUNDER OF
NEUROBLASTOMA AUSTRALIA
AND SIENNA'S MUM.

15%
AVERAGE SURVIVAL RATE
FOR AGGRESSIVE NEUROBLASTOMA
LITTLE PROGRESS
HAS BEEN ACHIEVED FOR OVER
10 YEARS

OLIVIA'S STORY, TOLD BY HER MUM



The survival rate of children diagnosed with high-risk neuroblastoma is only 15%. Our eight-year old daughter, Olivia, very courageously battled this form of neuroblastoma for six years but sadly passed away in August 2012. Olivia's diagnosis and loss has been devastating for our family. We searched the world over, including the USA and Germany, trying to find treatments that would

improve her chance of survival. However, it soon became apparent that there is currently very little that can be done for relapsed neuroblastoma. Although great strides have been made in research, there is so much still to be understood about this unrelenting disease. Increased awareness is vital to raising research funding, and in turn, improving the prognosis for children like our Olivia.

ISLA'S STORY, TOLD BY HER DAD



At just six months of age, and after two months of symptoms and going from doctor to specialist after specialist, Isla was seen by a doctor at a sleep school who detected an enlarged liver. We were then sent to Sydney Children's Hospital where Isla was formally diagnosed with neuroblastoma.

Isla had a less aggressive form of the disease – one with a slightly higher survival rate. This led the doctors to treat her with a less toxic chemotherapy but the results were less than stellar so we were then switched to a high-risk therapy which is so toxic that the length of hospital stays for each round of chemo often lasted weeks.

After three of the five rounds of this, the doctors decided it wasn't working and changed her treatment again.

This turned out to be a good call. Isla has now been in remission for two years. She is at school and enjoying herself immensely.

Neuroblastoma awareness and research is crucial for faster diagnosis and higher survival of children like Isla. In over 70% of cases, the cancer has spread from the original site by the time a child is diagnosed. Minimising the toxic therapy that is currently used is also very important. Dying at 30 years due to the effects of chemo isn't a real cure in my books!

HELP US FIND A CURE FOR THIS DEVASTATING DISEASE.

SPONSOR OUR NEUROBLASTOMA
AWARENESS DAY 2 FEBRUARY 2013.

GET IN TOUCH TODAY.

CALL LUCY JONES ON 0406 991 606
EMAIL US AT FORSIENNA@GMAIL.COM
NEUROBLASTOMA.ORG.AU

TO MAKE A TAX DEDUCTIBLE DONATION,
PLEASE VISIT NEUROBLASTOMA.ORG.AU
AND REQUEST A RECEIPT.



LD0066 (1/1/2)

2 IS THE AVERAGE AGE OF DIAGNOSIS

CIARA'S STORY

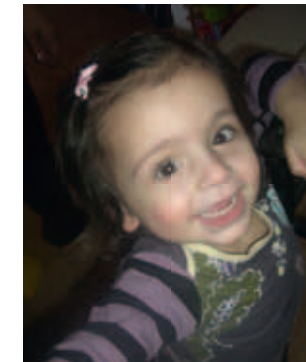


Ciara was diagnosed when she was 12 weeks old with intermediate stage 3 neuroblastoma. She had a very large primary tumour deep within her pelvis which was obstructing her functions, and there was also lymph node and intraspinal involvement. She was diagnosed on the Thursday night and started chemo the next day. She underwent 8 rounds of chemotherapy and two

operations to complete her treatment protocol to which she responded very well and is now in remission.

"Just one generation ago, I would have had to sit back and watch my baby die... it is research that has meant I have not had to do that and it is only research that can turn the tide for the high risk patients."
Ciara's Mum

WHAT LULU'S MUM HAD TO SAY



Lulu was diagnosed at eight months and is still bravely battling neuroblastoma at three years old. Her mother says that "Neuroblastoma Awareness Day is so crucial for educating the public, not only about this insidious disease, but the urgent need for the funding of further research.

Cancer does not discriminate, not even against our innocent, helpless children. A walk through an Oncology ward at any children's hospital is simply heartbreaking. To witness the pain and agony that these children go through on a daily basis is awful. Imagine if it was your child."

NO PARENT SHOULD EVER HAVE TO HEAR "YOUR CHILD HAS CANCER". BY SPONSORING NEUROBLASTOMA AWARENESS DAY, YOU ARE HELPING US FUND NEUROBLASTOMA RESEARCH SO THAT ONE DAY, NO CHILD SHOULD EVER HAVE TO SUFFER FROM THIS CANCER.

NEUROBLASTOMA IS THE NO. 3 CHILDREN'S CANCER

NEUROBLASTOMA AWARENESS DAY FAMILY DAY & FUN RUN

WHAT YOUR SPONSORSHIP COULD HELP US ACHIEVE.

As the parents and friends of children affected by neuroblastoma, we want to let Australians know about this silent killer and help fund research that can find a cure. We know survival rates can change with more research. Leukaemia, for example, has gone from having a 0% survival rate thirty years ago to well over 90% today, thanks to research.

3 PROGRAMS PRODUCING SERIOUS BREAKTHROUGHS.

The Children's Cancer Institute Australia has three Australian research programs in the area of neuroblastoma. In August 2012, there was a very encouraging break through into why neuroblastoma develops (embryonal nerve cells continue to exist after a child is born). The work in this area was recognised as one of the top 10 research projects in Australia. All three programs need considerable funding to progress through the clinical trial stage which is required to bring a drug or treatment to fruition.

The day will commence at 7.30am with fun runs. There will be a 5km and 10km run plus a 1km family walk. Events will happen throughout the day until 3pm.

The day includes:

- Face painting
- Stalls – food and goods
- Sausage sizzle
- Raffles
- Entertainment
- Kindy farm and pony rides
- Cake making and decorating
- Craft activities – garland making, painting
- Clowns and entertainers
- Raffle drawn at 2pm

Sydney Park

The City of Sydney's largest park extends over 40 rolling hectares of open parkland, providing for a diverse range of passive and active recreation for the whole community.

Get your business in front of 5,000 people

Most will be families with children from the local (inner West) and metro Sydney areas. Most adults will be aged 25 to 45 years with a medium to high socio-economic background. We estimate around 500 people will join the fun runs.

Fundraising objectives

\$30,000 for research and to raise awareness of neuroblastoma.

SYDNEY PARK – ST PETERS, 2 FEBRUARY 2013

HELP US MAKE EVERY 2ND COUNT.

THIS IS YOUR CHANCE TO NOT ONLY PROMOTE YOUR BRAND, BUT TO SUPPORT AN AMAZING CAUSE WITH ALL MONEY RAISED ON THE DAY GOING TO THE CHILDREN'S CANCER INSTITUTE AUSTRALIA'S NEUROBLASTOMA RESEARCH PROGRAMS.

Platinum Sponsorship – \$10,000 (incl GST)

- Cross-promotional opportunities
- Brand exposure on event promotion material (website, direct mail, emails)
- Recognition on CCIA website – Facebook 16k users
- Signage at the event
- Recognition in media coverage
- Branding of Fun Run (includes option to have logo on bibs)
- Gift bags for top 50 runners optional

Gold Sponsorship – \$5,000 (incl GST)

- Brand exposure on event promotion material (website, direct mail, emails)
- Insertion of promotional material into gift bag
- Signage at the event
- Recognition in media coverage

Silver Sponsorship – \$1,000 (incl GST)

- Brand exposure on event promotion material (website, direct mail, emails)
- Signage at the event
- Recognition in media coverage

Bronze Sponsorship – \$500 (incl GST)

- Brand exposure on neuroblastoma.org.au
- Signage at the event
- Recognition in media coverage

Entertainment Sponsor

You can choose to sponsor an activity or entertainment option with your own corporate signage. These will include:

- Petting zoo – approx. \$850 (incl GST)
- Jumping castle & supervision – approx. \$660 (incl GST)
- Face painting & airbrush tattoos – approx. \$1,000 (incl GST)
- Cake decorating - \$550 (incl GST)

Donation of Raffle Prizes

We are hoping to offer a range of exciting raffle prizes to encourage ticket sales on the day. We would like to profile local businesses and organisations that have supported our Family Fun Day and fun runs. Raffle donations could therefore include items such as:

- Merchandise
- Fresh produce
- Gift vouchers
- Experiences
- Services

ALL FUNDS RAISED AT THE NEUROBLASTOMA AWARENESS DAY WILL GO TO THE CHILDREN'S CANCER INSTITUTE, AUSTRALIA TO SUPPORT THIS PROMISING RESEARCH.