

Pediatric Brain Tumor Foundation Ride for Kids Talking Points

TALKING POINTS

The following talking points can be used when hosting or promoting your fundraising event.

- The Pediatric Brain Tumor Foundation's mission is to CARE for families along their journey, CURE all childhood brain tumors, and help survivors and families THRIVE.
- Fundraising proceeds from Ride for Kids events fund pediatric brain tumor research and family support programs, along with emergency financial assistance.
- Every day, 13 children and teens are diagnosed with a brain tumor, the deadliest childhood cancer. Every day after, they are in a fight for their life. It's a fight the Pediatric Brain Tumor Foundation is here to help families win.
- The Pediatric Brain Tumor Foundation is the world's leading nonprofit dedicated to children and teens with brain tumors.
- Through partnerships with leading medical institutions, organizations, families, and individuals, PBTF has funded \$46 million in scientific discovery and connects thousands of families each year with patient and family education, financial relief, and a thriving community of support.
- More than 28,000 children and teens are currently living with a brain tumor in the U.S.
- Pediatric brain tumors are the deadliest childhood cancer. Children who do survive often face a lifetime of physical, emotional, and cognitive side effects.
- There are more than 100 different types of childhood brain tumors in need of a cure.
- Pediatric cancer receives approximately 4% of all federal research funding, with brain tumors receiving only 1% despite being the deadliest childhood cancer.
- For children who survive cancer, 95% will have a significant health conditions by the age of 45 as a direct result of toxicities from their treatment. Better medicines are needed.
- All PBTF services are free to pediatric brain tumor families, including:
 - Patient and family education resources, such as the Survivorship Resource Guidebook, Starfolio toolkit for newly diagnosed families, and virtual townhalls and webinars.
 - The Butterfly Fund, which provides financial relief to families in crisis.
 - Peer-to-peer mentoring, Family Support Hotline, and award-winning Imaginary Friend Society video series, available in English and Spanish.

