

The Heroes of Hope are those willing to be a part of a **United Force Against Brain Tumors**. This can be an individual, the general public, a business entity, or an existing charitable organization.

Brain Tumor Text Challenge

Text BRAIN to 40579 to make a \$5 donation to the Grey Ribbon Crusade! Then text 5 of your friends asking them to do the same: to make a donation and text 5 of their friends!

Terms and Conditions: A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Msg & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Grey Ribbon Crusade Fund of the Musella Foundation by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by texting STOP to short code 40579; HELP to 40579 for help.

Why should I participate in the Grey Ribbon Crusade Campaign?

- Brain tumors are the leading cause of solid tumor death in children.
- Brain tumors are the 2nd leading cause of cancer death in men under the age of 39 and the 5th leading cause of cancer death in women under the age of 39. 20% of cancers will spread to the brain
- "Benign" brain tumors may be as debilitating as those that are malignant. Benign brain tumors may recur and may result in death.
- Because of their location at the control center for thought, emotion and physical function, brain tumors are difficult to treat, and often severely compromise the quality of life.
- The cure rate for most brain tumors is significantly lower than that for most other types of cancer.
- Brain tumors do not discriminate. Currently, brain tumors cannot be prevented because their cause is still unknown.
- Simply put, there is Strength in Numbers and by uniting under one common brand, we will garner the benefits of leverage, economies of scale, national presence and the ability to utilize the groups cumulative efforts as a selling point in our own individual efforts.
- The Grey Ribbon needs to be known worldwide as the symbol for brain cancer.



Unite and Fight to End Brain Tumors





National Walk to End Brain Cancer

The Heroes of Hope™ initiative seeks to create dynamic action in the drive for funding of brain tumor research through a synergistic approach. The program invites the general public and those in the brain tumor community to join the Grey Ribbon Crusade and become part of a united force against brain tumors to increase visibility through a strong national brand allowing the utilization of a combined scale of accomplishments and resources while preserving individual and organizational goals, without additional layers of financial commitment.



Events

- Alabama
- California
- Delaware
- Florida
- Georgia
- Iowa
- Maine
- Massachusetts
- Michigan
- Minnesota
- New Hampshire
- New Jersey
- New York
- North Dakota
- Pennsylvania
- Virginia
- Tennessee
- Texas
- Utah

Statistics

One percent of the US population has a brain tumor and doesn't know it.

Children's brain tumors are different than adult brain tumors and require different treatments.

Within the next 12 months, over 200,000 people in the U.S.A will be diagnosed with a primary brain tumor.

How To Help

Wear your Grey Ribbon Crusade Ribbons to raise Awareness

Sponsor a local event

Make a Donation

Become a National Sponsor

For event information
www.walktoendbraintumors.org

