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**FOR IMMEDIATE RELEASE**

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**DUKE CHILDREN'S HOSPITAL & HEALTH CENTER HOSTS STOP ON  
NATIONAL HYUNDAI HOPE ON WHEELS TOUR**  
*Nationwide Charitable Program Lends Kids a 'Hand' in the Fight Against Cancer*

**(DURHAM, N.C.)** – Marking a new white car with a painted palm print would land most kids in trouble, but not when the car is the Hyundai Hope On Wheels Tucson SUV, traveling the country to raise awareness and funding for pediatric cancer, the number one disease killer of children.

Raleigh/Durham Hyundai dealers brought the 2006 national Hope On Wheels tour to Duke Children's Hospital & Health Center on August 30 at 10:30 a.m. to gather handprints from children who are battling pediatric cancer on a Hyundai Tucson SUV and to make a \$45,000 donation to the hospital, earmarked for childhood cancer clinical research. The colorful handprints, a symbol of hope for finding a cure for childhood cancer, will join hundreds of others collected on the Hope On Wheels vehicle as it makes its way across America spreading awareness and contributing much-needed funding for this important cause. Joining with CureSearch National Childhood Cancer Foundation, the tour is visiting 31 hospitals in 23 states this year and will also make appearances at local community events and auto shows.

Among the brave children from Duke Children's Hospital & Health Center who eagerly added their handprints to the Hope On Wheels vehicle today was Jordyn Williams, a 2-year-old cancer patient from Durham.

"It's a special gift for Jordyn to participate in this exciting event and represent the power of hope for other families," said Jordyn's mother, Amy Williams. "The Hyundai Hope

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On Wheels tour serves as a powerful visual reminder to these children and their families that they aren't alone in their courageous fight against cancer.”

“I'm proud to be one of Hyundai's 700 dealers across the country committed to supporting pediatric cancer research and care,” said Robert Jones, general manager of Jones Hyundai in Sumter, South Carolina, pediatric cancer survivor and former Duke Children's patient. “Through the Hyundai Hope On Wheels program, not only are we helping to find a cure for childhood cancer, we're also celebrating treatment milestones in the lives of these brave young people battling, and beating, this disease.”

A portion of every Hyundai sold in the United States is earmarked for this important cause. In total, Hyundai dealers and Hyundai Motor America are donating \$1.25 million this year, on top of the more than \$7 million contributed to the cause since 1998.

Hyundai dealers have also announced this year the creation of a new Hyundai Hope On Wheels educational scholarship to assist college-bound high school seniors who have battled cancer. U.S. Hyundai dealers are awarding \$2,500 scholarships to 10 young adults around the country. Applications for the scholarship can be found at the Hyundai Hope On Wheels Web site, [www.hyundaihopeonwheels.com](http://www.hyundaihopeonwheels.com), and at [www.curesearch.org](http://www.curesearch.org).

“We are honored to join in Hyundai's efforts to support this cause and fund research to eradicate pediatric cancer. Through the generous assistance of companies like Hyundai, the cure rate for pediatric cancer is now almost 80 percent, and we predict that within our lifetime that number will be 100 percent,” said Paul T. Burke, president and CEO of Bethesda, MD-based CureSearch, the nation's only pediatric cancer foundation supporting every pediatric cancer program in North America, treating 90 percent of children with cancer.

Hyundai's support of childhood cancer research began in 1998 through the efforts of Boston-area Hyundai dealers and their donations benefiting The Jimmy Fund at the Dana-Farber Cancer Institute. Additional support then followed to other children's hospitals throughout America through the Hyundai Hope On Wheels tour and alliance with CureSearch.

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#### **About Hyundai Motor America**

Hyundai Motor America, based in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai cars and sport utility vehicles are distributed in the United States by Hyundai Motor America and are sold and serviced through more than 700 dealerships nationwide. For more information about Hyundai's Hope On Wheels program, or to contribute to the cause, please visit [www.hyundaihopeonwheels.com](http://www.hyundaihopeonwheels.com).

#### **About Duke Children's Hospital & Health Center**

Duke Children's Hospital & Health Center, located in Durham, N.C., is nationally ranked among the best in pediatric health care programs. Caring for children is our number one

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priority, from routine check-ups and immunizations to the treatment of life-threatening injuries and illnesses. At Duke Children's, we provide hope and the most advanced health care available. Offering innovative procedures including stem cell and bone marrow transplants as well as a variety of support services for our patients and their families, Duke Children's cares for children from around the world. We are also a critical local resource - taking care of 60 percent of Durham's children with over 70 percent of patients coming from central North Carolina. For more information please visit [www.dukechildrens.org](http://www.dukechildrens.org).