



****MEDIA ALERT****

HYUNDAI HOPE ON WHEELS™ DONATES \$100,000 TO DUKE UNIVERSITY MEDICAL CENTER TO FIGHT CHILDHOOD CANCER

Award Ceremony Is Part of “Hyundai Gives Hope on Wheels” Childhood Cancer Awareness Month National Initiative

WHAT: Local Hyundai dealers and representatives from Hyundai Motor America will present a Hope Grant in the amount of \$100,000 to Duke University Medical Center to support childhood cancer research or support programs dedicated to improving the lives of children with cancer. Childhood cancer patients and their families will join the doctors, administrators and staff from Duke University Medical Center to receive the award.

September is Childhood Cancer Awareness Month – to commemorate it, Hyundai Hope on Wheels will work to raise awareness of childhood cancer with a national television commercial about this issue, materials in its dealerships and donations totaling \$6.8 million to help fight childhood cancer. The donations will be given as “Hope Grants” to hospitals and nonprofit organizations across the country. Hyundai Motor America and its dealers joined the fight against childhood cancer in 1998 and created a program called Hyundai Hope on Wheels. At the end of this year, Hope on Wheels will have donated more than \$23 million to fight childhood cancer. For more information about the program please visit www.hyundaihopeonwheels.org.

Childhood cancer remains the leading cause of death by disease among U.S. children 1 to 14 years of age. Every day approximately 40 children, the equivalent of a school classroom, are diagnosed with cancer, which adds up to almost 15,000 new cases of childhood cancer diagnosed each year.

WHEN: Tuesday, September 14 at 10 AM

WHERE: Duke Children’s Hospital & Health Center
2301 Erwin Road
Durham, NC

WHO: -Leading pediatric oncologists, staff, patients and families from Duke University Medical Center
-Local Hyundai dealers and Hyundai Hope on Wheels representatives

Photo/Interview Opportunities

- Check presentation
- Children and their parents available to talk about fighting childhood cancer
- Hyundai dealers and organization representatives available for interview

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