

# The Logo Story

According to John Cornish, who lost his little brother in 1988, "Cancer doesn't just hurt the person with the disease, it hurts the whole family." His little brother, Danny, was five years- old when he lost his battle with the disease. Before he died, he painted a picture of a bright rainbow surrounded by sunlight with a heart at its center. He told everyone that it was "for all his family and friends who brought sunshine, rainbows, and love to him during his illness." To this day, Danny's colorful design signifies the philosophy of The Heart Connection Children's Cancer Programs and is proudly displayed as the organization's logo.



"Thank you for jumping in!"



All contributions are donated to The Heart Connection's Children's Cancer Programs



## What is a Big Wheel Rally?

A Big Wheel Rally is an opportunity for people to get together, show off their creative talents, and help a great cause by riding their big wheels around town! All proceeds collected from sponsors is given to The Heart Connection Children's Cancer Programs.

# What to Expect...

This is a fun ride starting at Zimm's Food & Spirits and heading down Des Moines' Ingersoll Avenue to other refreshing establishments. Costumes are optional, but always encouraged

### Need a Start?

Find a Big Wheel and start modifying today!!! For ideas on how to modify your Big Wheel visit "The Almost-Annual Matt Armbruster Memorial" at [http://www.bigwheelrally.com/mods/].

# What Is The Heart Connection Children's Cancer Programs?

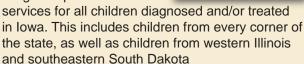
The Heart Connection Children's Cancer



Programs, a 501(c)3 non-profit organization, has provided support services and programs for children with cancer and their families since 1988. The organization sponsors two week-long summer camps for children with cancer and their siblings. Approximately 300 children attend the annual camp programs designed to help these children briefly escape cancer's effects on both them and their family. The Heart Connection Children's Cancer

Programs also provide support groups, outings to events such as Disney on Ice, and weekend retreats for an additional 450 children and family members throughout the year.

The Heart Connection Children's Cancer Programs provide these



## Why Are Their Programs Needed?

Programs offered by The Heart Connection provide a forum for children to talk about their feelings. Both the child with cancer and their siblings spend time with other children who can honestly say, "I understand how you feel."

Imagine for a moment that you are a child enjoying things such as playing little league with friends or teasing your big sister. After a couple of weeks of what appears to be a lingering flu bug, you visit the family doctor. A few tests later, the physician diagnoses you with Acute Lymphocytic Leukemia. You cannot pronounce the name of your disease, but you know that it is cancer and it is bad. Word spreads quickly and a stigma is attached. It's hard to walk around town without noticing the stares and whispers. You're the "poor little sick kid." Friends stop coming by to play because they don't understand the disease and are unsure of what to say.

#### **Event Information**

When: Saturday, December 09, 2006, 11 am Where: Zimm's Food & Spirits

Costs: Free-just donate! Donate online anytime or buy a shirt at www.bikeiowa.com until midnight 12/1/06. The cost is \$20 each. Be sure to place your order online as the supply will be VERY limited the day of the event.



Last years sponsorships raised over \$3,400. Help us hit a new target \$5000 this year. Donations are due no later then 4:30 p.m. 11/24/06. \$150 donations and more receive shirts with logos.

All donation amounts are welcome. Please contact us if you have questions.

### **Contact Information**

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