



Hyundai Hope On Wheels®
Helping Kids Fight Cancer

Contact:	Zafar Brooks	Allison Field
	Hyundai Motor America	Finn Partners
	Cell: (714) 334-1766	Cell: (310) 467-2580
	zbrooks@hmausa.com	allison.field@finnpartners.com

HYUNDAI HOPE ON WHEELS PRESENTS CURE 4 THE KIDS FOUNDATION WITH \$50,000 HYUNDAI IMPACT AWARD FOR PEDIATRIC CANCER PROGRAM

In 2015, nonprofit surpasses \$100 million in research funding for pediatric cancer in its 17th year

Las Vegas, Nevada - August 12, 2015 - [Hyundai Hope On Wheels®](#) will today award Cure 4 The Kids Foundation of Las Vegas, Nevada with a \$50,000 Hyundai Hope On Wheels Impact Award to Dr. Alexandra Walsh. Cure 4 The Kids Foundation is one of 22 recipients of a 2015 Hyundai Impact Award in recognition of the institution's proven track record in serving families affected by pediatric cancer.

In 2015, Hope On Wheels will award over \$15 million to children's hospitals nationwide through its Grants programs. This brings total grant funding to pediatric cancer research to just over \$100 million, since the program began in 1998.

"This generous gift on behalf of Hyundai Hope on Wheels will help advance our mission," said Annette Logan, President and CEO of Cure 4 The Kids Foundation. "This philanthropic gesture is deeply appreciated by our organization, as well as our families, who will benefit from this donation for years to come."

The \$50,000 Hyundai Impact Award to Dr. Alexandra Walsh will be officially presented to Cure 4 The Kids Foundation on August 12, 2015 at 9:30 a.m. During the ceremony, Las Vegas-area children battling cancer will participate in the program's signature handprint ceremony. This is special ceremony whereby child cancer fighters place their handprints dipped in colorful paint to celebrate their courageous lives.

"For the past 17 years, Hope On Wheels has funded research targeted at some of the most promising pediatric cancer initiatives in the medical community," said Hyundai President and CEO Dave Zuchowski. "These awards play a vital role in developing new studies and providing a better understanding of these diseases. Our goal is survivability - to leverage this research so that one day, we can arrive at a time when no family has to ever face the prospect of losing a child to pediatric cancer again. This is a cause that our company and our dealer partners are very passionate about."

Our theme for this year is "Just One Wish," which expresses the dream of every child cancer fighter, parent/care-giver, doctor, and loved one to find a cure for pediatric cancer. The

campaign also connects thousands of supporters via social media. Supporters who visit our website and social media channels can join the effort by posting a photo of their child cancer fighter and sharing his/her own story. Children cannot fight cancer alone. We are all impacted by the disease. We are all in this together.

Please visit www.HyundaiHopeOnWheels.org and click on "We Win Together" to find out more. You can also post a photo on social media @HopeOnWheels, using hashtags #EndChildhoodCancer and #HopeOnWheels and follow us on Facebook and Twitter, by visiting facebook.com/HyundaiHopeOnWheels or twitter.com/HopeOnWheels.

HYUNDAI HOPE ON WHEELS

Hyundai Hope On Wheels® is a 501(c)(3) nonprofit organization that is committed to finding a cure for childhood cancer. Launched in 1998, Hyundai Hope On Wheels provides grants to eligible institutions nationwide that are pursuing life-saving research and innovative treatments for the disease. Primary funding for Hyundai Hope On Wheels comes from Hyundai Motor America and its more than 820 U.S. dealers. Hyundai Hope On Wheels has awarded more than \$100 million towards childhood cancer research in pursuit of a cure.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 820 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the [Hyundai Assurance](#) program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty; Hyundai's 10-year/100,000-mile powertrain limited warranty, and five years of complimentary Roadside Assistance. Hyundai Assurance includes Assurance Connected Care that provides owners of Hyundai models equipped with the Hyundai Blue Link telematics system with proactive safety and car care services complimentary for three years. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

Please visit our media website at www.hyundainews.com and our blog

at www.hyundailikesunday.com

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CURE 4 THE KIDS FOUNDATION

Cure 4 The Kids Foundation is a 501(c) 3 nonprofit organization. Its mission is to provide funding and access to the latest medical treatments for those facing life-threatening diseases such as cancer, rare and ultra rare diseases, inherited bleeding disorders and rheumatological conditions. Dr. Jonathan Bernstein founded Cure 4 The Kids Foundation in 2007. Bernstein saw firsthand the difficulties faced by families whose children were affected by major diseases but didn't have the financial resources or health insurance to receive treatment. Cure 4 The Kids Foundation was created with these families in mind. Cure 4 The Kids Foundation's Charity Care Program ensures patients at the Children's Specialty Center of Nevada and the Hemophilia Treatment Center of Nevada receive medical treatment regardless of family income or presence of health insurance.