

HOOPS FOR ST. JUDE

STAT SHEET



THERE ARE GREAT HOSPITALS AND GREAT RESEARCH INSTITUTIONS, BUT ST. JUDE IS BOTH.

Best of all, St. Jude treats kids from all over the world and no family ever receives a bill – from medical care to meals – everything is covered free of charge. Because of this, it costs \$1.9 million per day to keep St. Jude going. Since partnering with the NBA in 2009, coaches from across the league have supported St. Jude through the Hoops for St. Jude campaign. In just five years, St. Jude has made new discoveries, improved treatments and saved lives. This would not have been possible without the support of organizations like the NBA Coaches Association.

ST. JUDE STATS:

- Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to 80% since 1962.
- On average, St. Jude has more than 67,000 patient visits each year.
- Bone marrow transplant survival more than doubled for young, high-risk leukemia patients treated at St. Jude in 2011. The results are believed to be the best ever reported for leukemia patients undergoing bone marrow transplantation.
- In 2012, St. Jude published 775 research articles - that equals, on average, a new discovery shared every 11 hours.
- St. Jude is working to drive the overall survival rate for childhood cancer to 90%, by 2020. We won't stop until no child dies from cancer.

It's results like these that makes the ongoing support from NBA coaches so important. St. Jude has revolutionized the way the world treats and defeats pediatric cancer through its commitment to research, discovery and patient care. As a result of your efforts, Hoops for St. Jude has raised over \$750,000 and garnered more than two billion media impressions. Continuing the tradition of support, outlined below are a few opportunities for coaches to be involved:



Hoops Ambassador Coach Rick Carlisle with St. Jude Patient Kayla

VISIT THE CAMPUS

We welcome you and your team to tour the hospital and meet St. Jude families while in Memphis.

SHOW YOUR SUPPORT

Make a donation through stjude.org/hoops, spread the word about St. Jude through Facebook, Twitter or media interviews and wear the St. Jude lapel pin during games.



Hoops Ambassador Coach Monty Williams with St. Jude Patient Kaden

MEET OUR FAMILIES

Invite a patient and parent to be your guest at a game during Hoops for St. Jude Week in March or at your convenience during the season.

LEAD OUR EFFORTS

Become a St. Jude national ambassador and join other players and coaches across the league as the face of the Hoops campaign.

If you want to help the kids and families at St. Jude, please contact Deb Kirinovic by phone at (901) 283-1398 or by email at deborah.kirinovic@stjude.org.

And as always, thank you for your continued support!