

2010 St. Jude Run Line-up:

Bloomington/Normal:
25 Years

Canton: 24 Years

Champaign/Urbana: 14
Years

Chicago: 17 Years

Chillicothe: 4 Years

Decatur Area: 11 Years

Dunlap: 4 Years

East Peoria: 2 Years

Elmwood: 13 Years

Galesburg: 25 Years

LaSalle/Peru: 26 Years

Lincoln: 21 Years

Macomb: 10 Years

Mason City: First Year!

Memphis: 29 Years

Morton: First Year!

Pekin: 9 Years

Richwoods: 7 Years

Quincy: 6 Years

Springfield: 19 Years

St. Louis: 9 Years

Tri-County: 22 Years

Washington: 3 Years

Patient of the Month— Emma Ivie, 4 years old

Diagnosis:

Emma was found to suffer from neuroblastoma in June 2008

Emma's Story:

Emma loved to ride her bike and play with her little sister Abby. But in spring 2008, she stopped wanting to ride her bike or play. At first, her doctor thought she had a virus. But then her parents noticed that Emma's eyelids turned yellow and black shadows appeared under her eyes. Soon, Emma stopped walking because it hurt. With growing alarm, her parents took her to the local children's hospital, where doctors did blood work. When the results came in, Emma was sent immediately to St. Jude Children's Research Hospital.

At St. Jude:

Doctors at St. Jude ran more tests. The results were devastating: little

Emma suffered from neuroblastoma, a common solid tumor of childhood. Her parents were in shock. "I didn't even know what it was. I had never heard of neuroblastoma before," her mother said.

Emma's parents, however,



found comfort and help at St. Jude. Emma's father was attending optometry school, so the family was living on a student budget and had two small

children to care for. But St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. With the burden of medical bills lifted off them, Emma's parents could focus on taking care of their daughter.

Emma has received chemotherapy, a bone marrow transplant, and radiation. She also underwent surgery to remove tumors on her adrenal glands.

Emma loves princesses and playing dress up with Abby. "St. Jude is a special place," said her mother. "The people who work at St. Jude were called here."

"Patient of the Month-March 2010." March 2010. St. Jude Children's Research Hospital. <http://www.stjude.org>.

2010 Michael D. McCoy St. Jude Run Scholarship

The Michael D. McCoy St. Jude Run Scholarship was created to honor Michael McCoy for his outstanding leadership in the community. Mike has been a dedicated St. Jude ambassador for the past 28+ years and continues to educate the public and increase awareness for St. Jude daily. His remarkable passion for the children and dedication to the St. Jude mission is seen in all aspects of his volunteer work.

In celebration of advances in treatment of childhood cancer, St. Jude families,

and 29 years of the St. Jude Runs, we invite all eligible applicants to submit their application to the Michael D. McCoy Scholarship Committee by Saturday, May 8, 2010. The recipient will be announced on Tuesday, August 3, 2010 at the Runner's banquet in Memphis, Tennessee.

Eligibility requirements include 1. A current or former patient of the St. Jude Midwest Affiliate or a sibling of a current or former Affiliate patient. 2. High school senior or already

enrolled in college or accredited vocational school. 3. Maintained a "C" or above average. 4. Applicants whose college or vocational school entry or continued enrollment is interrupted by military service will be considered.

**Please contact
the St. Jude
Run Office for
an application.
309-679-4580**



Meet Chris Smith, St. Jude Runners Association Treasurer and Memphis to Peoria Gold Team Co-Captain

Always with a smile on his face and a kind word, this soft spoken volunteer dedicates countless hours to St. Jude. Not only is he Co-Captain of the Gold Team for the St. Jude Memphis to Peoria Run, Chris Smith is also the St. Jude Runners Association Treasurer, a full time, year-round job. Chris dedicates hundreds of hours to keeping track of all the financials not only for the 165 Memphis to Peoria Runners, but the bank accounts of our 22 Auxiliary Runs, auditing processes, online donations, and so much more. Chris' wife Roz, who worked at the St. Jude Run office for six years, is a tremendous help. "I want to emphasize that Roz helps and support me so much with this annual project, and I love her dearly for that."

How/why did you become involved with St. Jude and the St. Jude Runs?

"It was 1990, Roz and I had just moved to Peoria from Chicago, and we were wanting to get involved with something locally to fight cancer."

Chris explains that the biggest reason for wanting to be involved with a charity that focuses on fighting cancer was because of Roz's mother, Fran. One week after their college commencement Fran was diagnosed with cancer. Devastated, Roz and Chris cancelled their wedding plans and date so that they focus on Fran. They lost Roz's mom at the early age of 54 in 1986. "We think about Fran all the time, especially since she never enjoyed our kids, and we realize now at age 48 how young she really was. Roz and I eloped later that year at Chicago City Hall, and we surprised our families, called them from Massachusetts where we honeymooned in Boston and Cape Cod."

Chris continues "The Memphis to Peoria Run was, and still is, a great fit for us. Roz's marketing/sales background really helped with the hard part...fundraising. And I don't mind begging for money either, plus I like to run!

How long have you been Volunteering and Running for St. Jude?

"This will be my 20th year running the

Memphis to Peoria Run! We are so excited, and the VIP bus will include family members to celebrate. Roz worked at the Run Office for six years, 2001-2007, which was a tremendous chapter in her life."

Have there been any special moments that have really impacted you and helped you understand that you truly are making a difference?

"The hospital in Memphis, and Peoria clinic,



have changed so much over the last 20 years. And the survival statistics have improved for several types of cancer, which is fantastic. The leadership of our Runners Association, staff at the Run Office, and the runners work so hard to be one of the most profound events in the country, for which I am so proud to be a part of. I treasure the relationships over the years with families and their children I have met who battle cancer. I also have great respect for the St. Jude medical community, who work tirelessly to treat our kids, and find cures for future kids."

Can you describe your various roles?

GOLD TEAM CAPTAIN: "Alongside Jim Ardis, our primary goal is to bring everyone home safely. When we take off, the fundraising is over, but the responsibility for all our runners, Gold and Blue, falls on us to complete the mission. I really enjoy working with Mike McCoy, Ryan Beck, Jim Ardis, Ed Grand, and all of our Chefs."

TREASURER: "Alongside my treasuring partner, Sherianne McCoy, we help raise millions of dollars for St. Jude. I reconcile all of our bank statements, track runner deposits, track satellite run deposits, establish budgets, and assist a CPA with our annual Audited Financial Statements & Tax Filings

for the IRS, State of Illinois, and the Illinois Attorney General."

ST. JUDE AMBASSADOR: "A group of us fundraise to keep the beautiful aquarium in the St. Jude Midwest Affiliate Clinic waiting area, and to help Santa give each local St. Jude patient some gifts on their treatment day just before Christmas."

This is definitely a family commitment for the Smith's. Now with your son, Nathan, and brother Brad running, what does it mean to you to have them with you during this incredible journey.

"Our son Nathan started running with us in 2008, something he waited so long to finally do. That was an emotional year...happy!

My younger brother Brad Smith, two time cancer survivor, will join us this year as a first year runner! He battled Leukemia just two years ago and beat it! We are delighted to have him join us, especially because Brad lives in Seattle, Washington!

A few years ago, my brother-in-law Tom McElmurry, from Dyer, Indiana, ran with us for 5 years.

And watch out, our 13 year old daughter McKenna, is a gifted runner and can't wait to join us!

All in all, I am very thankful for what life has given me and my family. I strive to work harder each year, so that one day, our Run is no longer necessary. Until then, I have many years left in my heart for St. Jude. I have the tattoo and 8 year old wrist band to prove it!"



VOLUME 1 ISSUE 5

St. Jude Runs Family Fun Walk and Kids 1/4 mile Fun Run

Now your children can be St. Jude Runners just like mom and dad!! Please join us for our inaugural St. Jude Runs Family Fun Walk and 1/4 Mile Kids Fun Run at Limestone Community High School Track. Come out as a family and enjoy a morning walking to support the St. Jude Runs. Please contact Michelle Stear at m.stear@comcast.net or 309-697-6207 or visit the St. Jude Runs website for a registration form (forms may also be picked up at the St. Jude Run Office, 4722 N. Sheridan Rd. Peoria, IL 61614. Invite friends and family! Get signed up today!!

What: St. Jude Runs Family Fun 2-mile Walk and 1/4 mile Kids Fun Run

When: Saturday, May 1, 2010

9:30 a.m. Day-Of Registration begins

10:30 a.m. Kids 1/4 mile Fun Run (13 years and younger)

11:00 a.m. 2 mile Family Walk

Where: Limestone Community High School Track

Registration: \$5.00 per participant or \$25.00 per family

-Refreshments available at 11:00 a.m. - Strollers welcome for 2 mile walk - All proceeds benefit St. Jude



"I run because I can. You cannot run from the tears of children, but you can run for the HOPE FOR A CURE."

-Bill Sellers, St. Jude Runner

Sponsors

Along with the wonderful runners and coordinators who dedicate countless hours to help make this event reach record numbers and run smoothly, we would like to recognize our major St. Jude Run sponsors. These local businesses always go above and beyond to help make the St. Jude Runs possible each and every year! Thank you for your generosity and support.

-Taco Bell	-Pepsi	-Green Chevrolet	-OSF St. Francis
-Kroger	-Avanti's	-Illinois Valley Striders	-Par-A-Dice Casino
-State Farm	-WEEK	-Subway	-Red Carpet Car Wash
-Muir Omni Graphics Inc.	-Ameren CILCO	-Ideal Troy	-Illinois State Police
-Peoria Police Department	-Peoria County & Peoria County Auxiliary Department		

St. Jude Runner Reminders

- **Make sure to copy your checks of donations \$250 and over.** Turn these into the Run office with your name and what Run you participate in. We will send out tax letters to your donors.
- **Ask your company if they match donations,** it is a great way to increase the amount you raise for St. Jude. Just turn in the forms to the St. Jude Run Office with your name and Run City.
- We are now having to enforce the new compliance codes set by PCI. This is standard with all businesses who handle money and donor information. If you come to the office you will need to be buzzed in and **please make sure to sign in and out on the log** at the front desk. This is for compliance and auditing purposes. Thank you for helping us stay compliant!
- **Please get your waivers in promptly** to your coordinators so that they are better able to plan and prepare the supplies that they will be needing.
- **All runners are required to wear a reflective safety vest** when running. Vests are available for purchase at the St. Jude Run office or local running/sporting goods stores
- **Runners must run together in a tight pack,** you only run as fast as the slowest runner in the group. The chase van driver is ultimately in charge, if he/she tells you to tighten up, move over, get in the van, etc. please listen and obey. Safety is our main priority.
- **Special St. Jude Runs and St. Jude Memphis to Peoria Run license plates** will be available for purchase. If you have had the plates in the past you will receive your form in the mail. If you would like a set of plates the forms will be online as soon as we have clearance from the Secretary of State. A set of plates cost \$20.00 and \$25.00 if you would like them shipped. Specialty plates can be displayed from Monday, June 7, 2010 through Sunday, August 8, 2010.
- **We encourage letter writing and online fundraising** for our runners to raise their money. Please do not set up personal fundraisers without contacting the St. Jude Run Office to obtain approval. There are over 1,500 St. Jude Runners so we cannot have everyone out there holding their own St. Jude event. Thank you for understanding.

Kay Kafe Shines Bright



New Kay Kafe shines bright

When Danny Thomas opened St. Jude Children's Research Hospital, he believed that the cafeteria should be the heart of the hospital—a place where the St. Jude community would interact, a place where parents and patients would eat side by side with doctors and researchers.

Now, Sterling Jewelers Inc., parent company of Kay Jewelers, Jared The Galleria of Jewelry and a number of regional brands, has refreshed Danny's dream, creating a new cafeteria for the 21st century St. Jude community.

On June 19, 2008, Sterling Jewelers Inc. and St. Jude officially opened the new Kay Kafe, featuring a spacious lounge area, a significantly larger dining area and a variety of new dining options. More than ever, the cafeteria is the focal point of the campus where families and staff can escape and relax away from the treatment areas.

The grand opening ceremony featured Marlo Thomas, national outreach director for St. Jude; Tony Thomas, member of the ALSAC/St. Jude Boards of Directors and Governors, Terry Burman, chairman

of Sterling; Mark Light, CEO and president of Sterling; John P. Moses, former CEO of ALSAC, the fundraising organization for St. Jude; Dr. William E. Evans, CEO of St. Jude; Joyce Aboussie, chair of the ALSAC Board of Directors, and Robert Breit, chair of the St. Jude Board of Governors.

"When my father founded St. Jude, he envisioned a place of hope and comfort under one roof for children and their families," said Marlo Thomas. "Kay Kafe perfectly captures his spirit and compassion and dedication to providing the best possible care to the precious children who come through the doors of St. Jude every day."

In 2006, longtime partner Sterling Jewelers committed \$16 million to the expansion of the St. Jude cafeteria. "The kids of St. Jude mean so much to us, and we are thrilled to be part of helping the hospital fulfill its mission," said Terry Burman, chairman, Sterling Jewelers Inc., and member of the ALSAC/St. Jude Board of Directors and Governors.

"As part of the St. Jude family for many years, Sterling Jewelers Inc. dedicates the Kay Kafe to Danny's vision. Special thanks to the many Sterling team

members whose support helped enable the transformation of the Kay Kafe, and to our generous customers who donated the funds to make it possible. We hope the Kafe will add a new chapter to Danny's dream."

For more information visit www.stjuderuns.com

"New Kay Kafe Shines Bright" July 2008. www.stjude.org

Community Lawn Care

Community Lawn Care is locally owned by Don Schumacher, who has over 30 years of golf and lawn turf experience. Community Lawn Care provides fertilization as well as weed, insect, and disease control services for the turf grasses here in Central Illinois. Best of all, Community Lawn Care donates 10% of every dollar received from their services to a local non-profit organization of your choice. If you decide to use their services, you can request that 10% of every dollar you spend is donated to the **St. Jude Runs**. All Community Lawn Care services are competitively priced and guaranteed. Call 309-369-2378 for a free lawn analysis and estimate.

Citizens of the Year— Bill and Jackie Harrmann

Congratulations to Bill and Jackie Harrmann, our St. Jude East Peoria to Peoria Run Coordinators. They were honored with the Citizens of the Year award in East Peoria, IL. Bill and Jackie not only dedicate time and energy to the St. Jude Runs but also East Peoria Festival of Lights, Building Steam, East Peoria Youth Council, Relay For Life, East Peoria Human Relations Commission, and more. We are so fortunate to have these energetic passionate volunteers. Congratulations Bill and Jackie, you are very deserving of this award!!



Out of Memphis...

St. Jude clinicians announce the best survival rates ever reported for ALL. What could be better than that? Achieving those rates without the use of cranial irradiation.

As part of his job as a neonatologist, Venkat Kakkilaya, MD, sometimes has to share bad news with families. It's never a pleasant experience. But he recently encountered a much more daunting task: informing his wife, Hema, that their son had acute lymphoblastic leukemia (ALL), a cancer of the white blood cells.

"Telling Hema was not easy," he recalls. "It was a very traumatic day. The worst day in my life, I would say."

But when the family arrived at St. Jude Children's Research Hospital, Oncology Chair Ching-Hon Pui, MD, shared some encouraging news. Eleven-year-old Akash would receive a carefully personalized chemotherapy regimen to combat his disease. And—unlike countless children who have been treated for ALL in the past and many being treated to date worldwide—Akash would not have to undergo cranial irradiation as part of that therapy.

Earlier this year, Pui and his St. Jude colleagues established that children who receive personalized chemotherapy treatments actually enjoy better outcomes than children who receive a combination of chemotherapy

and cranial irradiation. In the *New England Journal of Medicine*, the researchers announced that they have achieved the highest cure rates ever for ALL.

"This is the first study that proves that with effective chemotherapy, cranial irradiation can be totally omitted in all children with ALL," says Pui, an American Cancer Society professor.

Akash Kakkilaya is one of many children who are reaping the benefits of that research.

Early triumphs

To understand implications of this study, rewind to 1962—the year the Beatles released their first hit, John Glenn orbited Earth and St. Jude opened its doors. The outlook for children with ALL was grim; 96 percent would not survive their disease. Chemotherapy for ALL was in its infancy. Remissions—when they occurred—were typically brief.

St. Jude clinicians soon noticed that many of the children who achieved remission died after cancer cells reappeared in the fluid surrounding their brains and spinal cords. When St. Jude began administering preventive radiation to the cranium and spine, the cure rate jumped to 50 percent.

"This was one of the biggest single gains in anti-tumor effectiveness that has ever been seen," observes Mary Relling, PharmD, St. Jude pharmaceuti-

cal Sciences chair.

For a while nearly every child with leukemia received radiation to the brain and spinal column. But the side effects were harsh: learning deficits, hormone imbalances and a high risk of second cancers.

Since the 1970s, clinicians have sought to reduce the amount of radiation necessary to achieve cures. In recent years, many institutions have used cranial irradiation only on children who demonstrated the highest risk of central nervous system (CNS) relapse. According to Pui, about 20 percent of patients with high-risk leukemia currently receive preventive cranial irradiation each year in other U.S. institutions. In some developing countries, clinicians continue to use radiation treatments for most children with ALL.

"It has been a judgment call among different centers about whether they are willing to put up with the increased risk of late side effects in order to have a higher antileukemic effect," Relling says. "Obviously we think that it's not worth the risks."

To individuals who question whether St. Jude is correct in removing radiation from ALL treatment, Pui's answer is succinct: "No patients have died of CNS relapse in the past decade at our center."

The New Look at Old Drugs

To obtain the latest survival rates, the researchers designed a protocol featuring drugs that have been a part of the ALL treatment arsenal for years.

"There haven't been that many new drugs for ALL introduced in the past few decades, but our ability to select and dose the ones we currently have has improved tremendously," explains William E. Evans, PharmD, St. Jude director and CEO.

The new study used 11 anticancer drugs. Some medicines were infused directly into the spinal cord, while others were administered into the bloodstream. Investigators tailored treatment based on

Each child's genetic make-up and how that patient metabolized, absorbed, excreted and responded to the drugs.

Investigators modified therapy based on a test performed in the lab of Dario Campana, MD, PhD, Oncology. The minimal residual disease or MRD test detects even the smallest number of leukemia cells that remain after the first six weeks of chemotherapy.

"Parts of this regimen have been used by other groups, but it has never been used in exactly this cocktail," Relling says.

Sharing the Good News

Children in the St. Jude study enjoyed a five-year survival rate of 94 percent and a projected 10-year cure rate of 90 percent. Plus, their quality of life should be better because of the absence of radiation treatments. Indeed, early neuro-psychologic testing showed that survivors of the study have normal intelligence as compared to the normal population.

"The five-year survival rate in the U.S. and in Western Europe (with the use of radiation) is approximately 85 to 90 percent," Pui explains. "The rates in other parts of the world are lower."

Is it possible for other cancer centers to replicate these results? St. Jude researchers respond with an enthusiastic "yes."

"Now that we have shown that it works, anybody at a major academic medical center should be able to implement this," Evans says. "Of course, that's what St. Jude does—we focus on research and then share it with the intent on impacting the care of kids who never come on our campus. When we are pushing the cure rates this high, that's terrific news for families."

It's also terrific news for Akash Kakkilaya, who does not have to worry about the learning deficits caused by cranial irradiation. Instead, this sixth grader who excels in science and math anticipates the day when he can return home to participate in all of his regular activities—cured of ALL.

"Survive and Thrive." www.stjude.org. Reprinted from Promise Autumn 2009.

APRIL 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6 St. Jude Event	7	8	9	10
11	12 St. Jude	13 Awareness	14 Week	15 Richwoods	16 High School	17
18	19	20	21	22	23 St. Jude Event	24
25	26	27	28 St. Jude	29 Memphis	30 to Mobile	1 Run

Schedule of Events

- } April 6, 2010—Songwriters Dinner, Bloomington, IL
- } April 12-16—Richwoods High School St. Jude Awareness Week
- } April 23—St. Jude Kentucky Derby Gala, Springfield, IL
- } April 28-May 1—St. Jude Memphis to Mobile Run

MAY 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 St. Jude Event
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21 St. Jude	22
23	24	25	26	27	28 Louie Louie Parade	29
30	31					

Schedule of Events

- } May 1—St. Jude Family Walk and Kids Fun Run, Limestone Community High School Track
- } May 1 —Christie Clinic Illinois Marathon, Champaign, IL
- } May 21 —St. Jude Tribute Dinner, Peoria, IL
- } May 28 —Louie Louie Parade, Downtown Peoria

Schedule of Events

- } June 7— St. Jude Tazewell Golf Event, Pekin, IL
- } June 14 —St. Jude Tennis Classic, Peoria, IL
- } June 12 — River City Bags Tournament
- } June 21 —St. Jude Peoria Golf Classic & St. Jude Bloomington Golf Event

JUNE 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 St. Jude Event	8	9	10	11	12 St. Jude Event
13	14 St. Jude Event	15	16	17	18	19
20	21 St. Jude Event	22	23	24	25	26
27	28	29	30			

Schedule of Events

- } July 19: Bloomington Women's Golf Event
- } August 4–7—St. Jude Runs
- August 4-7: Memphis
- August 6 & 7: St. Louis, Quincy, Chicago, Champaign/Urbana
- August 7: Bloomington/Normal, Canton, Chillicothe, Decatur, East Peoria, Elmwood, Galesburg, LaSalle/Peru, Lincoln, Macomb, Mason City, Morton, Pekin, Quincy, Richwoods, Springfield, Tri-County, Washington

JULY 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 St. Jude Event	20	21	22	23	24
25	26	27	28	29	30	31
A	U	G	U	S	T	2010
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 St. Jude	6 Runs	7



St. Jude Runners Association

4722 N. Sheridan Road

Peoria, IL 61614

Monday-Friday 8:00 a.m.-4:30 p.m.

www.stjuderuns.org

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ALSAC/St. Jude Secretary



Mission Statements

St. Jude Runners Association

To support the mission of ALSAC and to provide funds, raised through running events, to St. Jude Children's Research Hospital in Memphis, TN and the St. Jude Midwest Affiliate located in Peoria, IL. These funds are to be used for the continued research and care of children with cancer and other catastrophic diseases

The ALSAC Mission

We raise funds and build awareness to sustain the mission of St. Jude Children's Research Hospital to advance cures, and

means of prevention, for pediatric catastrophic diseases through research and



treatment while honoring the memory and heritage of our founder, Danny Thomas.

St. Jude Children's Research Hospital Mission Statement

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our Founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.