

hope for **TODAY**
hope for the **FUTURE**



Cure Kids

TICKET TO HOPE



TICKET *to* HOPE

When a child is born with a life-threatening illness, their family lives with the hope that one day, a cure will be found. Ticket to Hope is about keeping that hope alive through funding research. But it's also about helping seriously-ill children escape the reality of their illness and for a few precious days, experience the joy of living in the moment. For these seriously-ill children there's one thing money CAN buy. Hope.

Help us create priceless memories

Cure Kids hosts a number of Ticket to Hope tours to Queenstown each year. These very special tours bring together small groups of seriously-ill children (and one parent per child) for three days of unforgettable thrills and treats! Through the generosity of our Ticket to Hope sponsors, they will experience all the action and excitement of Queenstown. Their local guide ensures they get the royal treatment they deserve with a break that includes:

- Qantas return airfares
- Luxury Accor accommodation
- A trip on the Earnslaw to Walter Peak
- Jetboating on the famous Kawerau Jets
- Lugging up the Skyline
- A visit to Shrek the Sheep
- All food, fun and games and much more



"It means so much to know that Cure Kids is doing something about these illnesses and their leukaemia breakthrough recently has given us all fresh new hope."

Melanie Kahn, mother of six year old leukaemia sufferer, Tamilla

\$10,000 keeps the **HOPE** alive

Cure Kids has a track record of investing in successful research projects which include major world-first breakthroughs into: childhood leukaemia, cot deaths, hole in the heart babies, skin grafting and Cystic Fibrosis.

Ticket to Hope allows us to continue funding this research and finding the answers to so many more cruel, life-threatening childhood illnesses. As families who live with these illnesses will tell you, they never give up hoping that a cure will be found. And while it may be too late for their own child, they always hope for those who will follow them in the future.

How you can support Cure Kids Ticket to Hope

Around 95% from each \$10,000 Ticket to Hope is invested directly into vital medical research. The remaining 5% gives a child suffering from a life-threatening illness (and their parent) a much needed break in Queenstown from the burden of their medical struggles.

Whether you're a business, community group or a group of caring individuals, Ticket to Hope gives you the opportunity to make a difference to the future of our children's health. Opportunities are also available for funding partnerships and 'owning' a Ticket to Hope tour with associated naming rights. Please contact Cure Kids for details.



Cure Kids thanks the Queenstown business community for so generously opening their hearts for our Ticket to Hope children. In particular:



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- **TYPE I DIABETES.** *Over 200 new children a year are diagnosed with this devastating childhood disease. It causes a lifetime of health problems and costs on average \$1 million over a child's lifetime. Cure Kids is helping fund leading-edge research into causes and prevention strategies.*
- **ASTHMA IN CHILDREN.** *550,000 school days are lost to asthma each year. It is also the biggest cause of hospital admissions in New Zealand. Cure Kids is funding several world-class research projects which look at WHY we have such a major problem here and how it can be addressed.*
- **GENETIC RESEARCH.** *1 in 30 babies born in New Zealand have some form of genetic birth malformation. Cure Kids' Chair of Child Health at the University of Otago Professor Stephen Robertson has made two world-first breakthroughs in this area. His discoveries will improve the understanding and treatment of congenital birth illnesses worldwide.*
- **SPINA BIFIDA.** *We now know that high doses of folic acid in pregnant women's diet can reduce the occurrence of spina bifida. Professor Bob Elliot has been instrumental in lobbying the Government to introduce folic acid into our food chain.*





"We don't know what the future holds for Sophie and we have our ups and downs - but we also have a lot of fun because she's so positive about life!"

Bridget Newbold, mother of 9 year old Sophie who has CFC Syndrome which causes heart problems along with many other complications.

Cure Kids is currently funding research into a heart condition called Long QT Syndrome which claims the lives of at least 40 children each year.



James Wilkes

James has a serious heart condition and bone abnormalities

Cure Kids has helped fund two major, world-first genetic research breakthroughs which have accelerated the international medical fraternity's understanding and treatment of many conditions like James'.



Oliver Norman

"As a Cure Kids ambassador, Oliver's had some fantastic opportunities, which wouldn't have been possible otherwise. It's also been tremendous for us as a family to meet other families in similar circumstances."

Tania, mother of Oliver Norman who had a kidney transplant at just 18 months old and is facing another one in the near future.

Cure Kids is funding a number of kidney research projects which we hope will one day, put an end to the heartache and uncertainty for families like Ollie's.



"Our hearts have been touched by all that we received in Queenstown and by all the wonderful souls we were blessed to have met. Thank you."

Kol Simeona, mother of teenage Ovarian Cancer sufferer, Neida.



"They **love life** and live
by the philosophy that every
day has to be a happy day."

*Andrea McKay, mother of 13 year old twins
Lizzie and Alex who live with Cystic Fibrosis,
an incurable lung disease.*

20 years ago, Lizzie and Alex would have had a life expectancy of around 12 years. Thanks to medical research Cure Kids has helped fund, they can now expect to live a much healthier, longer life – possibly into their early 30s.



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**FOR FURTHER DETAILS,
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PHILIPS

