



## **PEDIATRIC CANCER RESEARCH FOUNDATION'S "REACHING FOR THE CURE" HALF MARATHON, 10K, 5K, 1K KIDS' FUN RUN RETURNS ON SUNDAY, MARCH 24, 2024**

**AutoNation Toyota Irvine Renews Its Commitment to Drive Out Pediatric Cancers; Northwestern Mutual of Los Angeles, Long Beach and Manhattan Beach and Kelly's Choice Headline Roster of Partners Making Every Step Count to Cure Pediatric Cancers**

IRVINE, CA, March 11, 2024 –Runners and walkers from across California and beyond are turning out for the Pediatric Cancer Research Foundation's (PCRF) Reaching for the Cure Half Marathon, 10K, 5K and 1K presented by AutoNation Toyota Irvine on Sunday, March 24. Northwestern Mutual of Los Angeles, Long Beach and Manhattan Beach and nutritional consulting company Kelly's Choice are two new sponsors joining race participants in enthusiastically raising funds to advance discovery of new pediatric cancer treatments.

Now in its 26th year, this event brings together caring champions who share an unstoppable drive for transforming childhood cancer care. What is notable is that Reaching for the Cure is steadily growing from an event into a movement with new racers and walkers, in-person and virtually, who want to make a difference. As the event theme suggests, every step counts when it comes to making breakthroughs happen.

"Reaching for the Cure is our most important event of the year – and not just because it is our largest single fundraiser. It is also the place where families, survivors and caring others come together to commiserate, to buoy each other and to collectively accelerate research momentum," said Jeri Wilson, Executive Director, Pediatric Cancer Research Foundation. "This event allows us to show them some love while also raising funds to create durable change."

The Pediatric Cancer Research Foundation invests the money raised from this event in innovative research and helps scientists validate early-stage ideas that could otherwise go unexplored. Because of research, the cancer death rate has decreased more dramatically for children than any other age group – and, still, there is still a long road ahead. Cancer continues to take more lives of kids under 20 than any other disease. While many more children do survive their cancers today, too many live with life-long secondary effects of toxic, outdated therapies. The science of pediatric cancer is making huge strides forward due to a combination of new technologies and insights. It will take significant financial resources – much more than is currently available – to turn this progress into lifesaving cures.

"Charities like ours are responsible for raising at least half of all pediatric cancer research funding. We are indebted to our expanding community of partners and donors, many of whom have stood up for research for decades and have been part of some noteworthy advances," Ms. Wilson explained.

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In particular, the Foundation thanks AutoNation Toyota Irvine and Northwestern Mutual for their ongoing commitment; welcomes the newest members of the PCRF family, including Kelly's Choice; Pacific Hospitality, manager of DoubleTree Hotel by Hilton Hotel Irvine – Spectrum; and WeGotThis.org, a gift registry and resource for cancer thrivers and survivors. The Foundation also warmly recognizes Cox, Castle & Nicholson, LLP; Orange Aluminum; TaxRise; Oofos; LBA Realty; and Seyfarth Shaw LLP -- all title sponsors and longstanding allies.

"We are proud to be sponsoring this run for the third consecutive year and are honored to collaborate with the Pediatric Cancer Research Foundation. This meaningful partnership empowers us to contribute to crucial research and actively support children battling cancer. Through DRV PNK we've raised over \$40 million in our commitment to drive out cancer," affirmed Artie Diaz Gonzalez, General Manager of AutoNation Toyota Irvine.

Reaching for the Cure kicks off and finishes at Irvine Valley College. Race day begins with the AutoNation Toyota Irvine Half Marathon at 7:00 am, followed by the Cox, Castle & Nicholson 10K Run at 7:15 am, the Orange Aluminum 5K Run and Walk at 8:30 am, and ends with the LBA Realty 1K Kids' Fun Run at 9:30 am.

Runners will enjoy a beautiful course that takes them along a combination of city streets and tree-lined trails, including stretches past Oak Creek, Windrow and Woodbridge Community Parks as well as William Mason Regional Park. The event will conclude with the Oofos Finish Line Festival; an awards ceremony; health and wellness exhibitors; food trucks; a VIP Area with beer garden; a Kids' Zone with a rock wall, airbrush tattoo artists and more – all free for the whole family.

Whether you plan to join in person or virtually, there is still time to sign up. Participants have the option to register as a team with family, friends, and loved ones where they collect pledges and raise money for pediatric cancer research. Corporate teams are also welcome. Teams and individuals become eligible for prizes as their fundraising grows. All participants will receive finisher's medals and T-shirts.

- This year's Corporate Level Sponsors are: Shulman Bastian Friedman & Bui LLP.
- This year's Classic Level Sponsors are: Deloitte, A. J. Kirkwood & Associates, O'Donnell Real Estate and Raising Canes.
- This year's Rainbow Level Sponsors are: WeGotThis.org and Pacific Hospitality, manager of DoubleTree Hotel by Hilton Hotel Irvine – Spectrum
- This year's In-Kind Sponsors are: P11, Drink LMNT, Liquid IV, Jambar, Monster Energy, RIOT Energy, Costco, Trader Joe's, Sprouts, Boochcraft Hard Kombucha, BJ's Restaurants and Athletic Brewing Co.

Please visit [www.reachingforthecure.org](http://www.reachingforthecure.org) for more information.

For questions regarding sponsorship opportunities for this Race or other Foundation initiatives, email Jeri Wilson at [jwilson@pcrf-kids.org](mailto:jwilson@pcrf-kids.org).

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### **About the Pediatric Cancer Research Foundation**

Determined to transform pediatric cancer care by accelerating research breakthroughs, the Pediatric Cancer Research Foundation has one goal: to make it possible for all children facing childhood cancers to beat their disease and realize their full potential. Overseen by scientific thought leaders, its rigorous and competitive process for awarding research grants has contributed to pivotal advancements in the areas of non-Hodgkin Lymphoma, Immunotherapy/CAR T cells, Osteosarcoma, Juvenile Myelomonocytic Leukemia, and Acute Myeloid Leukemia. The Pediatric Cancer Research Foundation is a GuideStar Platinum-rated charity. Its actions and commitment are encapsulated in its inspiring motto: Powering Cures, Realizing Futures. For more information, please visit [www.pcrf-kids.org](http://www.pcrf-kids.org).

### **About AutoNation, Inc.**

AutoNation is one of the largest automotive retailers in the United States, offering innovative products, exceptional services, and comprehensive solutions, empowering our customers to make the best decisions for their ever-changing needs. With a network of dealerships nationwide strengthened by a recognized brand, we offer a wide variety of new and used vehicles, customer financing, auto parts, and provide expert maintenance and repair services. Through our DRV PNK initiative, we have raised over \$40 million for cancer-related causes, our commitment to making a positive difference in the lives of our Associates, customers, and the communities it serves.

Please visit [www.autonation.com](http://www.autonation.com) , [investors.autonation.com](http://investors.autonation.com) , and [www.x.com/AutoNation](http://www.x.com/AutoNation) , where AutoNation discloses additional information about the Company, its business, and its results of operations. Please also visit [www.autonationdrive.com](http://www.autonationdrive.com), AutoNation's automotive blog, for information regarding the AutoNation community, the automotive industry, and current automotive news and trends.

### **About Northwestern Mutual**

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### **About Kelly's Choice**

Kelly's Choice, founded by Kelly Springer, RD, MS, CDN in 2012, is a collective of dietitians who are real people promoting real food. Kelly's Choice offers nutrition education to individuals, families, and workplaces, with a proven record of tackling chronic diseases and conditions, such as obesity, heart disease and type-2 diabetes. With experts in all areas of health, from celiac disease to arthritis, at Kelly's Choice, it's not about diets; it's a commitment to lifestyle changes that lead to lasting health. Our nutrition education, covered by most insurance policies, is conducted on an online platform where you can access a food log, meet with your dietitian, and access dozens of resources from recipes to workouts.

To find out more about Kelly's Choice, please visiting [kellyschoice.org](http://kellyschoice.org) and follow us on [Instagram](#), [LinkedIn](#), and [Facebook](#).