



_ RALLY ON _ THE RUNWAY™



Hi Friends,

It is our pleasure to invite you to support the 13th Annual Rally On the Runway fashion show benefiting Rally Foundation for Childhood Cancer Research on Friday, April 25, 2025 at the Georgia Aquarium.

This New York-style fashion event highlights our amazing Rally Kids who are currently fighting or have fought cancer. These brave kids are our models for the evening, taking over the runway with Atlanta Falcons players.

Rally On the Runway is a celebration of the resilience of our Rally Kids as well as a powerful fundraiser to find better treatments with fewer long-term side effects and, ultimately, cures.

Our Rally Kid models take approximately 47 steps down the runway, reminding us that every day, 47 children — about two classrooms full of students — are diagnosed with cancer. Rally On the Runway celebrates their strength and courage but also reminds us that there is so much work to be done. Cancer is the #1 disease killer of kids in America, yet pediatric cancer research remains severely underfunded.

Rally, a 501(c)(3) nonprofit organization, empowers volunteers across the country to raise awareness and funds for childhood cancer research. According to audited financials, 93 cents of every dollar Rally receives goes directly to support this mission. Since its founding, Rally has awarded \$35 million in research grants funding 597 childhood cancer research projects worldwide.

Proceeds from Rally On the Runway will continue to fund this critical research and provide hope for children battling cancer.

Thank you for your consideration and support of this premier event.

Rally On!

Dean Crowe
Founder and CEO



Questions? Please Contact:

Adam Cohen
Director of Events
adam@rallyfoundation.org
404-847-1270

CANCER
IS THE **#1**
DISEASE KILLER
OF KIDS
IN AMERICA



PERFECT 100 SCORE
2021, 2022 & 2023

93¢
OF EVERY
DOLLAR
GIVEN SUPPORTS
RALLY'S MISSION

\$35M
AWARDED IN
RESEARCH
GRANTS



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Item Name _____ Value \$ _____

Description _____

_____ Exp. Date _____

- Include measurements, color, expiration date, restrictions and instructions.
- Items or services should be available for redemption between April 25, 2025 and April 26, 2026.
- Attach gift certificates or letters of intent to this form.
- All items must be in new condition and exclude any monetary redemption requirements.

Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email _____

Authorized Signature _____

Rally On the Runway Committee Member Contact _____

Rally Challenge Team _____

EMAIL AUCTION FORM TO AUCTION@RALLYFOUNDATION.ORG

5775 Glenridge Drive, Bldg B Suite 370, Atlanta, GA 30328

- I will mail item/certificate to the Atlanta office.
- I will drop off item/certificate at the Atlanta office.
- Please come pick up my item/certificate.



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Proceeds from Rally On the Runway will support childhood cancer research across the country. Rally is a 501(c)(3) organization. Rally operates at 93% efficiency according to audited financials. Your contribution is tax-deductible to the extent allowed by law. EIN: 20-1950849.