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AutoNation Toyota
Irvine

PEDIATRIC CANCER RESEARCH FOUNDATION'S 25th ANNUAL "REACHING FOR THE CURE" HALF MARATHON, 10K, 5K, 1K KIDS RUN RETURNS ON SUNDAY, MARCH 26, 2023

AutoNation Toyota Irvine Renews Its Commitment to Put the Brakes on Pediatric Cancer; Expanding Circle of Corporate and Other Supporters Come Together to Cure Pediatric Cancers One Step at a Time

IRVINE, CA, March 13, 2023 – In a huge demonstration of solidarity and commitment, more than 2000 runners and walkers are preparing to compete in the Pediatric Cancer Research Foundation's (PCRF) 25th Annual Reaching for the Cure Half Marathon, 10K, 5K and 1K presented by AutoNation Toyota Irvine on Sunday, March 26. This outpouring of energy is trained on a single goal: raising funds to propel the discovery of much-needed cures for pediatric cancers.

Early indications suggest that the event could outperform fundraising goals and set a new record.

"For 25 years, we have been beating pediatric cancer one step at a time. This year's race is as much a celebration of what has been achieved as it is a call to action," said Jeri Wilson, Executive Director, Pediatric Cancer Research Foundation in describing the spirited display of community that will soon unfold. Ever since the first event, the Run Walk has united people touched by pediatric cancer – survivors, family members, researchers and physicians -- and a caring band of champions. All share the common and ambitious goal of making it possible for all children facing childhood cancer to beat their disease and achieve their full potential.

While research insights have enabled many more children to survive their cancer, too many live with the long-term effects of toxic, outdated therapies. The Pediatric Cancer Research Foundation invests in research that pushes the boundaries of science and accelerates the development of new treatments and diagnostic tools.

"Creating a world without pediatric cancer takes all of us," added Ms. Wilson. "We are indebted to our growing circle of partners and donors, including many who have stood up for research since our first race event 25 years ago. The support of these community leaders has been integral to advancing new science and meeting the needs created by chronic underinvestment in pediatric cancer research."

In particular, the Foundation thanks AutoNation Toyota Irvine for its ongoing commitment; welcomes the newest members of the PCRF family, including, Oofos, Jambar, Suja Juice and Sports Basement; and warmly recognizes Cox, Castle & Nicholson, Orange Aluminum, Seyfarth Shaw LLP and Shulman Bastian Friedman & Bui -- all title sponsors who have been longstanding allies.

"Through its DRVPNK Mission, AutoNation is committed to driving out cancer. We are dedicated to a future with no cancer, which is why we are so pleased to team up with the Pediatric Cancer Research Foundation to fund research and increase awareness about the need to make a difference for kids with cancer," said Mark Mehta, General Manager of AutoNation Toyota Irvine.

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The running of this 25th Annual “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 Seyfarth Shaw 10K Run at 7:15 am, the Orange Aluminum 5K Run at 7:45 am, the Cox, Castle & Nicholson 5K Walk at 9:30 am and ends with the Jambar 1K Kids Fun Run at 11:00 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 Gold Ribbon Reception 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 goodie bags, finisher’s medals and t-shirts. Half marathon participants will receive a performance long sleeve shirt as part of their registration.

This year’s Corporate Level Sponsors are; First American Title Company, LBA Realty, p11 Creative and Shulman Bastian Friedman & Bui LLP.

This year’s Classic Level Sponsors are: Deloitte, Nutanix and O’Donnell Real Estate.

This year’s Rainbow Level Sponsors are: Diversified Investment Services.

This year’s In-Kind Sponsors are: Athletic Brewing, BJ’s Restaurant and Brewhouse, Burnin’ Daylight Brewing, Costco, Monster Energy, Raising Cane’s, Sprouts Farmers Market, Suja Juice, and Trader Joe’s.

Please visit www.reachingforthe cure.org for more information. For questions regarding sponsorship opportunities or other ways to get involved, email Bonnie Lattimore at BLattimore@pcrf-kids.org.

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About the Pediatric Cancer Research Foundation (PCRF)

Determined to transform pediatric cancer care via accelerating research breakthroughs, the Pediatric Cancer Research Foundation has one goal: to make it possible for all children facing childhood cancer to beat their disease and realize their full potential. Its rigorous and competitive process for awarding research grants has contributed to pivotal advancements in the areas of Non-Hodgkin’s Lymphoma, Immunotherapy/CAR T cells, Osteosarcoma, Juvenile Myelomonocytic Leukemia, and Acute Myeloid Leukemia. The Pediatric Cancer Research Foundation is a GuideStar Platinum-rated charity. For more information, please visit www.PCRF-kids.org. or follow us at www.facebook.com/PCRFKIDS, www.instagram.com/pcrf_kids, and www.twitter.com/pcrf_kids.

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About AutoNation, Inc.

AutoNation, a provider of personalized transportation services, is driven by innovation and transformation. As one of America's most admired companies, AutoNation delivers a peerless Customer experience recognized by data-driven consumer insight leaders, Reputation and J.D. Power. Through its bold leadership and brand affinity, the AutoNation Brand is synonymous with "DRVPNK" and "What Drives You, Drives Us." AutoNation has a singular focus on personalized transportation services that are easy, transparent and Customer-centric.

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

About Childhood Cancer

Cancer is the leading cause of death by disease for children under 19 years of age -- more than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes combined. Said another way, 1 in 285 children in the US will be diagnosed with cancer by the end of their teens. Due to research advances, overall survival rates have grown by 70 percent in the past 40 years. Still, about 20 percent of kids with pediatric cancer do not survive today. What's more, two-thirds of childhood cancer survivors will suffer long-lasting chronic health conditions from their treatment and one quarter of pediatric cancer survivors face a severe or life-threatening later life effect from their treatment. This is because most currently available pediatric treatments are derived from adult oncology and do not address the unique characteristics of pediatric cancers, do not provide the needed precision and/or are just too potent for developing bodies. Achieving more breakthroughs, so all children with cancer emerge healthy after treatment, requires increasing research momentum -- and that is contingent on investing more money in research.