

VIRTUAL
EVENT GUIDE



WALK HOPE

FOR

Presented by



#WeStillWalk

2020

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We Still Walk!

GETTING
STARTED

City of Hope is leading the fight against breast and gynecological cancers through research, treatment and education — and we need your help! Walk for Hope raises necessary funds to continue groundbreaking research.

On Sunday, October 4, survivors and supporters — women, men and children — will unite in the fight against breast and gynecological cancers at Walk for Hope. Join us for a VIRTUAL event, as we step up to cure breast and gynecological cancers.

For event and fundraising inquiries, email walkforhope@coh.org. We're here to help!



Walk for Hope Schedule - Sunday, October 4, 2020

Where:

Online! A personal access link to the virtual event platform will be emailed prior to the event. The link is individualized for each registrant, so encourage friends and family to sign up too so they can login and engage.

When:

8 to 9 a.m. PST: Survivors Pavilion

Join us to chat with other survivors! Hear from Survivors Pavilion Sponsor, Behr; meet our Mother and Son Walk for Hope Ambassadors, Leslie and Josh Seigel; and learn more about City of Hope.

9 to 9:30 a.m. PST: Walk For Hope Virtual Program

Kick off your morning with our program emceed by Christine Devine, Fox 11 LA Anchor. Hear from City of Hope executive leadership, distinguished doctors, our 2020 Walk for Hope Ambassadors and more! Make sure to catch the virtual warm-up, too, before heading out for your own walk.

9:30 a.m. PST

To celebrate Walk for Hope, we encourage everyone to get out and choose your own route. Walk in support of patients, survivors, doctors, nurses and researchers working to find a cure in the fight against breast and gynecological cancers. Don't forget to take a picture and post to social media with [#WeStillWalk](https://www.instagram.com/westillwalk). Mask up, stay distant, stay safe.

How to Engage on Walk Day

Fundraise!

Ask supporters to donate during your activity and while watching the broadcast. Become a Hero for Hope and get the official Walk for Hope T-shirt by raising at least \$100 — or push yourself to be a Champion for Hope by raising \$1,000 or more — and be part of the mission to save more lives. We are counting on you to join us in raising \$1 million in the fight against breast and gynecological cancers!

Watch.

Tune into to the Walk for Hope virtual program on October 4, broadcast from our virtual platform, Bizzabo. The program will showcase some of the amazing doctors at City of Hope, Walk for Hope Ambassadors, and your efforts to raise funds in the fight against breast and gynecological cancers.

Share.

Tell others on social media why you participate — share your story, photos and plans for event day.

Get Active.

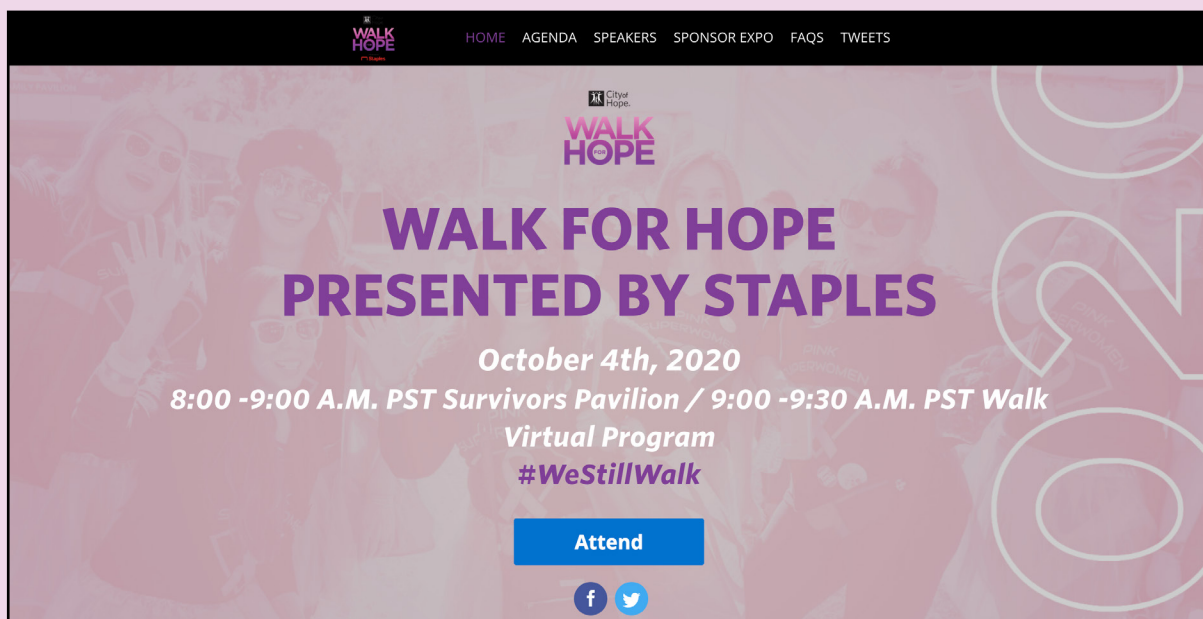
Grab your equipment and get active in any way you chose! After you tune in to the program, head out for a safe and socially distanced activity with friends or family.

Be "Social!"

Social media is a valuable tool! We encourage you to go live on Facebook and post photos showing yourself celebrating and honoring the survivors in all our lives.

1 Access the event online via the link to [Bizzabo.com](https://bizzabo.com) provided to you by email.

The first time you visit the site, you will be prompted to set up a quick profile.



2 Find the Survivors Pavilion and Walk for Hope Virtual Program under the "Agenda" tab.

3 At, or after, the designated start time, click "Broadcast" to enter the session.

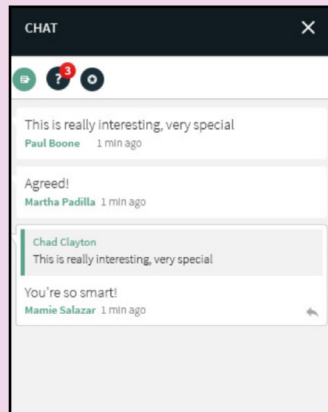
During the designated session time, all content will be displaying in real time. After the event concludes, participants will be able to go back and view or replay content on-demand.

To watch the broadcast and review this Walk for Hope website at the same time, open the site in one browser tab and once more in another browser.

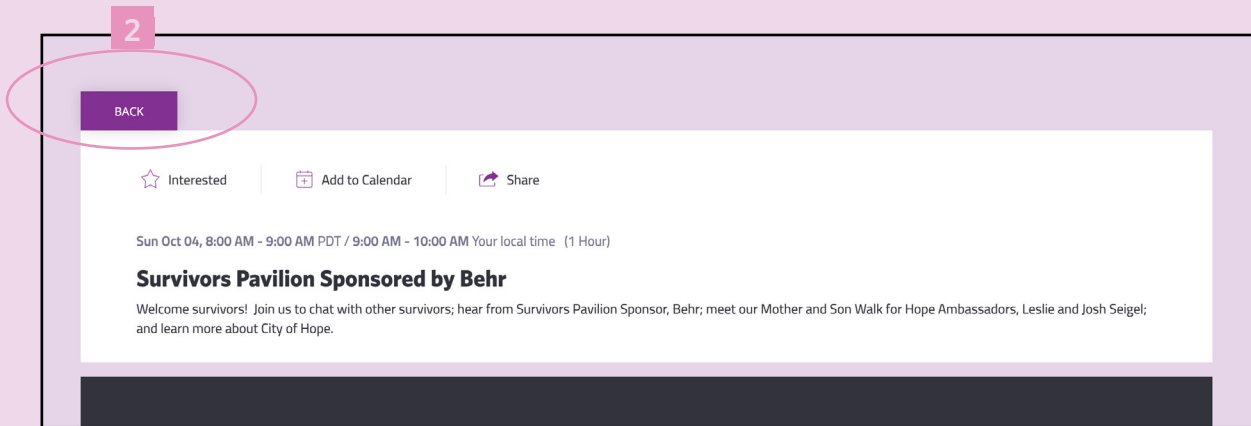
The screenshot shows the Walk for Hope website agenda page. At the top, the navigation menu includes HOME, AGENDA, SPEAKERS, SPONSOR EXPO, FAQs, and TWEETS. The AGENDA tab is circled in pink and labeled with a pink box containing the number 2. Below the navigation is a search bar labeled "Search Session" and filters for "3 Sessions" and "No Tickets". The main content area displays a list of sessions. The first session, "Survivors Pavilion Sponsored by Behr", is scheduled for 8:00 AM - 9:00 AM PDT. A pink box labeled 1 points to the session title. A pink box labeled 3 points to the "BROADCAST" button, which is circled in pink. The second session, "Walk for Hope Program Emceed by Christine Devine, Fox 11 LA Anchor", is scheduled for 9:00 AM - 9:45 AM PDT. A pink box labeled 1 points to the session title. A pink box labeled 3 points to the "BROADCAST" button, which is circled in pink.

Join us beginning at 8 a.m. PST inside the Survivors Pavilion for exclusive content and the opportunity to connect with other survivors!

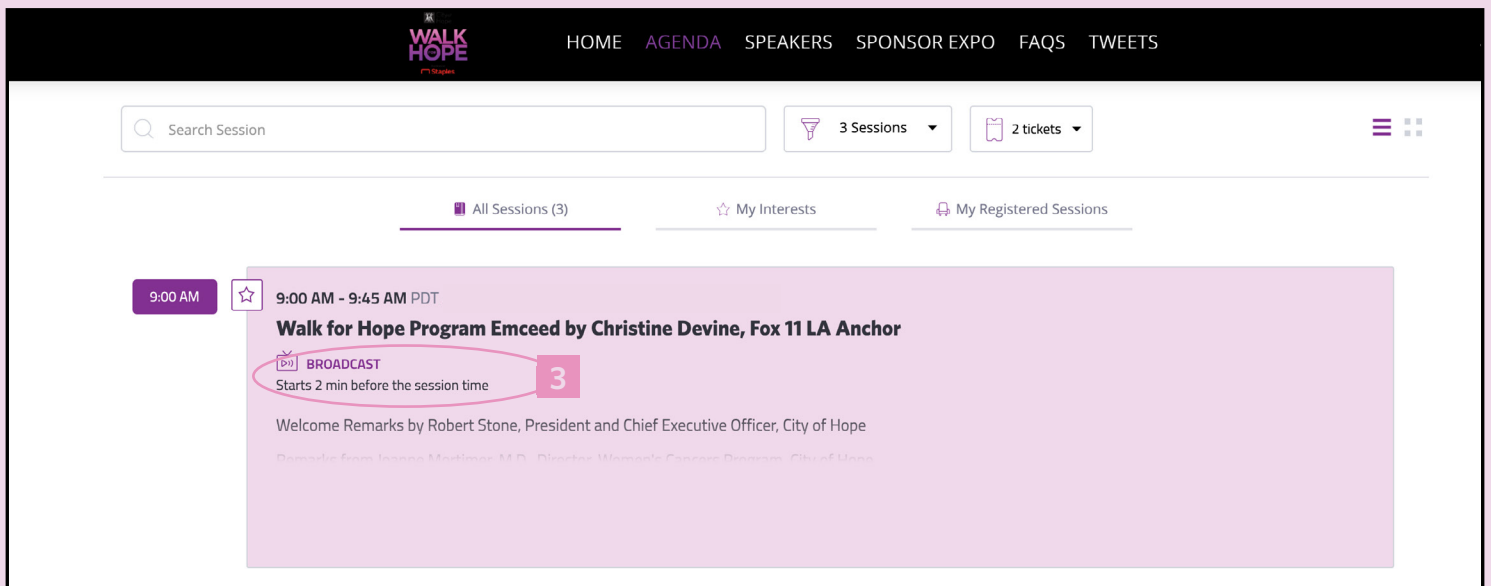
- 1 Use the chat function on the right side of the screen next to the broadcast video to connect with other survivors!



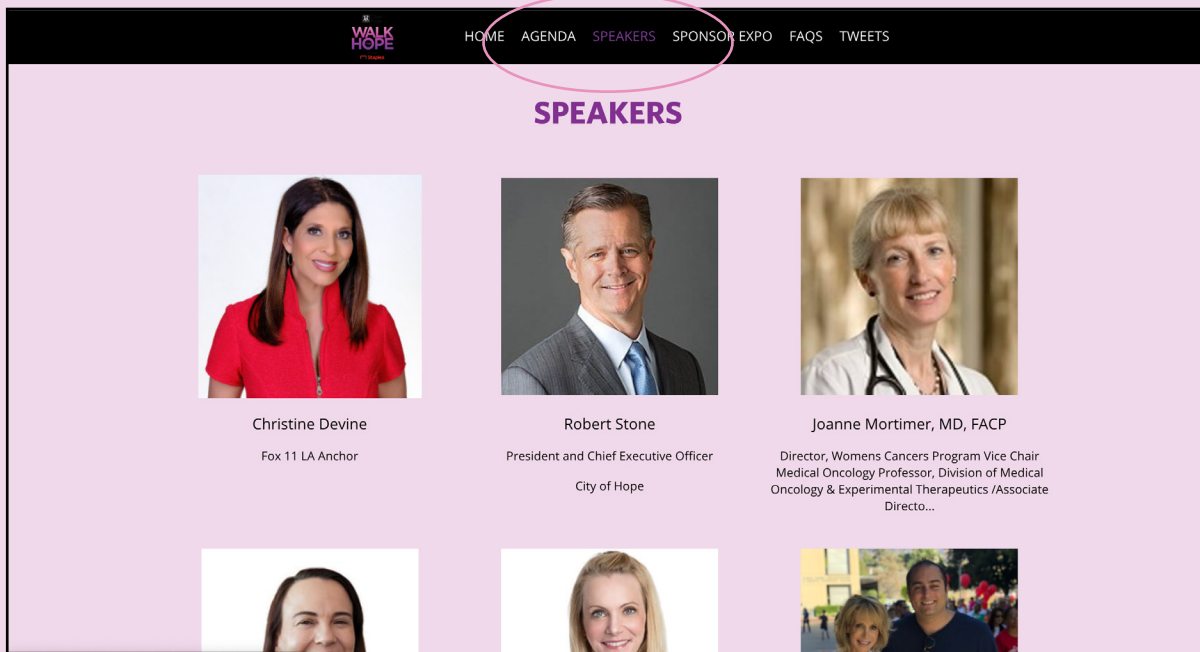
- 2 When the session ends, or you need to exit, please click the "BACK" button to go back to the Agenda page.



- 3 Beginning at 9 a.m. PST, join the main Walk for Hope program! Click "Broadcast" to enter the session.



1 Learn all about our virtual speakers and special guests through the "Speakers" portal. "Click" on their image to bring up extended bios.



2 Visit the Sponsor Expo to check out all of the amazing sponsors for Walk for Hope! Special offerings can be found when you explore their virtual booths.

