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For Immediate Release

**St. Jude Trike-A-Thon event to raise funds for kids
battling cancer**

(Clarksburg, MD) July 9, 2010 -- A St. Jude Trike-A-Thon event on Friday, July 23, 2010 at Family Service's Watch Me Grow Child Development Center in Clarksburg, MD will teach children riding-toy safety while raising funds for St. Jude Children's Research Hospital®, one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic childhood diseases.

"St. Jude is the leader in the fight against catastrophic childhood diseases such as leukemia, brain tumors and sickle cell disease," said Nicole Queen, Watch Me Grow's Educational Director and coordinator of the event. "Through events like Trike-A-Thon, the Watch Me Grow families and staff support the St. Jude mission of finding cures and saving children across the country and around the world."

A tradition for more than 25 years, Trike-A-Thon is a fun, week-long curriculum for daycare centers and pre-schools. Children learn riding-safety lessons through a series of interactive stories from special characters, Bikewell Bear® and Pedals the Bunny®, while raising money for St. Jude. At the end of the Trike-A-Thon week, children bring their trikes or riding-toys to school and practice the safety lessons they have learned.

The Clarksburg community can sponsor children in the Trike-A-Thon by pledging a donation.

St. Jude depends on community-based fundraising programs like Trike-A-Thon to continue the hospital's groundbreaking research and lifesaving care. The daily operating cost for St. Jude is \$1.5 million, which is primarily covered by public contributions.

Dora the Explorer, Nick's Jr.'s beloved character is the new spokesperson for Trike-A-Thon. Dora appears on two television spots on Nick Jr. inviting children to participate in the program. A loyal St. Jude partner since 2007, Nick Jr. has also developed a dedicated Web page featuring the Dora spots and additional information about bike safety and Trike-A-Thon.

For more information on Watch Me Grow's St. Jude Trike-A-Thon, call 240-686-0572 or visit www.wmgclarksburg.org.

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