

# PATH OF HOPE



A **5K Journey** to Benefit The  
Connecticut Brain Tumor Alliance  
Presented by Saint Francis Hospital  
and Medical Center

Thank you signing up for The Path of Hope! We wanted to provide you with some information to help you with your Virtual Run/Walk Experience. In this Toolkit, you will find:

- 1. Registering & Fundraising**
- 2. Instructions for Mapping out Your Own 5K Route**
- 3. Social Media Instructions**
- 4. How to Record and Submit Your Own Race Time**
- 5. Schedule for the Event Day, and Day of Event Information**
- 6. Honorees & Event Leadership**
- 7. Thank You to Our Sponsors!**

If you have any questions on the following content, please reach out to Scott Hickling at (646) 328-1698 or email [shickling@poweredbyprofessionals.com](mailto:shickling@poweredbyprofessionals.com)

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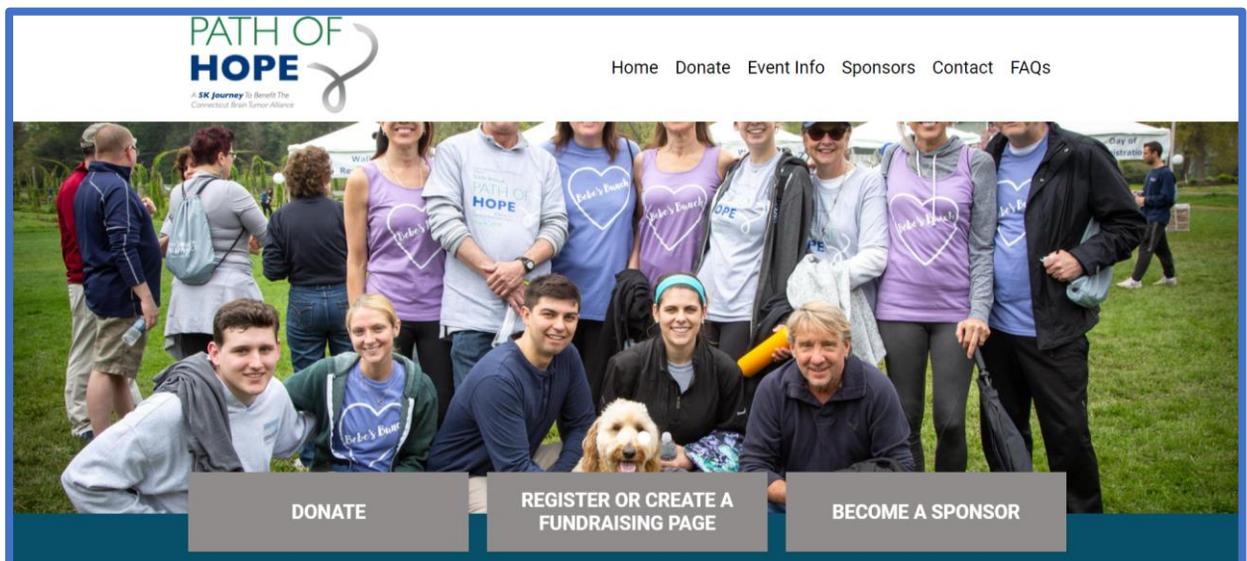
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## 1. Registering & Fundraising

There's still time for people to register! To register for the event, you can tell your friends to go to <https://ctbta.rallybound.org/path-of-hope-2020> and click on "Register or Create a Fundraising Page."

Once you've registered, we highly encourage that you create a Team so that your friends can join you in fundraising for the event. You'll be prompted to create a team after you register to run/walk, but you can also go to the link above and click on "REGISTER OR CREATE A FUNDRAISING PAGE" to get started.

Once you have a fundraising team, you can share it with your friends to have them either join your team as a fundraiser, or register for the event through your page. It's that easy!



The image is a screenshot of the Path of Hope website. At the top left is the logo "PATH OF HOPE" with a stylized infinity symbol. Below the logo is the text "A 5K Journey to Benefit The Connecticut Brain Tumor Alliance". To the right of the logo is a navigation menu with links: "Home", "Donate", "Event Info", "Sponsors", "Contact", and "FAQs". The main content area features a large photograph of a diverse group of people, including men, women, and children, standing outdoors on a grassy field. Many of the people are wearing purple and blue t-shirts with the "PATH OF HOPE" logo and "Peter's Promise" text. A small dog is sitting in the foreground. At the bottom of the screenshot, there are three prominent call-to-action buttons: "DONATE", "REGISTER OR CREATE A FUNDRAISING PAGE", and "BECOME A SPONSOR".

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## 2. Instructions for Mapping your 5K Route

Mapping a 5K route in your area is easy!

If you'd like to find a 5K route that has already been certified by the USATF, you can always go to <https://certifiedroadraces.com/search/>, and search for certified routes in your city. If you want to map your own 5K route, we recommend using [Map My Run](#). You will need to make a Map My Run account, but it's free and easy to use.

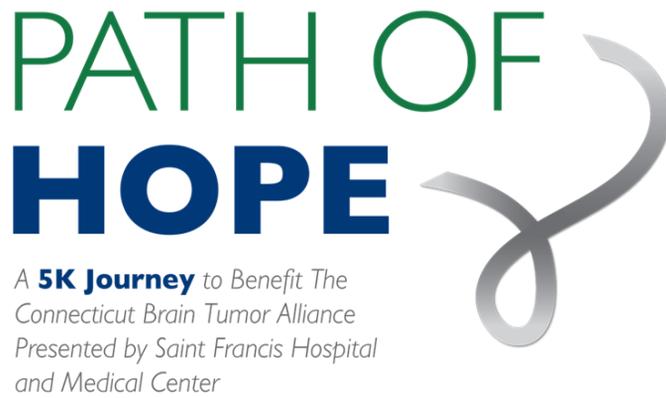
Once you have an account with Map My Run, you can start mapping out a 5K route near you:



**1.** Start by clicking on the map where you want your “Start Line” to be, and click along a route that you want to measure. Be sure to use the Tool panel to switch from miles to kilometers to map 5 kilometers. *(Note: 5 kilometers is roughly 3.12 miles)*

**2.** If you don't think that your neighborhood is well-suited for a 5K, then consider mapping a route in a local park. You can also use their search feature to find a route near you that's already been mapped out.

**3.** Reach out to us with any issues or questions. We'll be happy to help guide you in finding or creating a route.



### 3. Social Media Instructions

We want you to share your experience with everyone! If you're willing to post on social media about your 5K then we have a couple of hashtags that we'll be using:

#PathofHope  
#CTBTA



Here are a couple of recommendations on what you can post about:

- *Why* you're participating in the Path of Hope
- If you have a fundraising team and you're making team shirts, you can post pictures of the team shirts
- You can post a picture of the route that you create for the 5K
- Or you can post a picture of you getting ready to run the 5K itself

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## 4. Recording and submitting your time

Be sure to use **Strava** to log and record your time. To do so, just log into that app on your phone or online and find the “Connecticut Brain Tumor Alliance” **Club**. You can find this on your browser by going to this link:

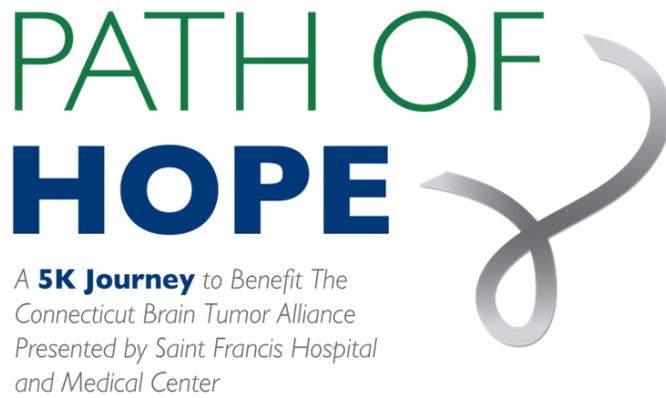
<https://www.strava.com/clubs/CTBTA2020>.



Once you have the Strava app downloaded, or you’ve gone to the event online:

1. We ask that you create a Strava profile
2. Then join the **Path of Hope Event** within the CTBTA Club
3. When you run on event day, be sure to have your phone with you, and record your run using their record feature. You’ll be able to then upload your time to the event!
4. If you don’t want to use Strava to record your time, we ask that you still use Strava to post your time: You can use a different app, and still post a screenshot of your time / route in the Strava group.

*Please keep in mind that all race time submissions should be done on good faith. Some people’s routes will be flatter and have less hills, and some participants may be running on sidewalks and waiting for traffic lights while others are in a park. In the spirit of the CTBTA Community, please be honest about your time when submitting your results*



## 5. Schedule of Events for Each Regional Run/Walk

- 9:00am: Event Day Kickoff & Warmup Livestream
- **9:15am: Race Starts!**
- 10:30am: Honoree Awards Livestream

*Race Winners Will be announced the following day to allow everyone to run or walk their 5K at whatever time is best for them on October 4<sup>th</sup>.*

**The Livestream at 9:00am and at 10:30am will be accessible here:**

<https://ctbta.rallybound.org/path-of-hope-2020/static/virtualpathofhope>

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**6.** This year, the Connecticut Brain Tumor Alliance is proud to honor the following individuals:

Lifetime Achievement Award

**James J. Vredenburgh, MD**

Pediatric Oncology Excellence Award

**Eileen Gillan, MD**

Community Impact Award

**Michael Hurley**

Compassionate Care Award

**Donna M. Avanecean, APRN**

**Anne Long, BSN, RN**

Courage Award

**Gail Boisvert**

**Vicky Diaz**

**Francisco Feijoo**

**Susan Geissler**

**Maureen Smith**

Thank you to our Sponsors!

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If you have any questions on the event, please reach out to  
Scott Hickling at (646) 328-1698 or email  
[shickling@poweredbyprofessionals.com](mailto:shickling@poweredbyprofessionals.com).