



DAY 4 LIFE

Rolle - October 1st 2016



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Zoé4life, a registered non-profit organization based in the Suisse Romande region, is hosting an event in the beautiful lake-side town of Rolle on October 1st 2016. This team-building and family-friendly event will mark the closing of September, International Childhood Cancer Awareness Month, during which many awareness activities will take place, including the illumination in gold of Geneva's Jet d'eau for the 4th year in a row. Gold is the symbolic colour representing solidarity for children with cancer – the number one cause of death by disease in children.

Day4life will be a day of solidarity, which will encourage the people of Suisse Romande to show their support for this cause, while also enjoying a fun day of various activities by the lake. It will also be an excellent opportunity to take part in our team-building event for any group or organization wishing to strengthen its interpersonal bonds while engaging in a challenging afternoon, all in the name of a great cause. As Zoé4life's motto states: Together, we can make a difference!

Zoé4life's large following with the local population and on social media will ensure a good turnout.

Our celebrity ambassador:

We are please to announce that **Jean-Marc Richard**, well know television and radio show host, will give us the honour of being our ambassador for the event. Jean-Marc Richard is already quite active as Switzerland's ambassador for the Rights of the Child since 2006. He chose to support Zoé4life and this event for the following reasons:

"I am deeply moved by the fact that Zoé4life was able to turn a tragedy into an active, extremely well-known organization that benefits so many."



The event will have two main parts:

"Zoé's Village"

Zoé loved to laugh, but even more than that, she loved to have fun, see people, play, and live every moment of her life to the fullest. Zoé's Village, which will be set up in the courtyard in front of the historic Rolle Castle, will represent that joy for life, a place where people can come to meet-up, share a meal or a drink, spend time together, or take part in one of the many activities for all ages.

Some of the many events and activities:

- Evening concert by the popular local group « Les Pseudos »
- Capoeira initiation and demonstration
- Zumba for kids & Zumba for adults
- Cupcake workshop for kids (The Melazic Kingdom)
- Information booths about Zoé4life and other partners
- Food and beverage booths



"Zoé's Challenge"

A team-building event like no other – fun, challenging, lightly competitive but accessible to anyone – this is the event to sign up for to show that together, we can make a difference.



Based on the principles of an orienteering race, this event will see two dozen teams of four to eight people each competing, using maps and clues, to find their way to special posts throughout Rolle as they race to complete the challenge. They will encounter various obstacles, tests and trials and will ultimately make their way back to Zoé's Village for one last challenge.





“No one fights alone.”

It is with these 4 words that our story begins.

In the spring of 2013, the Guignard family learned that their 4-year-old daughter, Zoé, had relapsed. Zoé had been battling cancer since birth. Now, a new battle was about to begin.

Friends and family of the Guignards got together to support them. Zoé4life was created to help them through this battle. An incredible wave of solidarity was generated around Zoé and her family, which spread throughout the Suisse Romande region.

Zoé passed away peacefully in her mother’s arms on October 26, 2013 two days before her 5th birthday.

Her smile, her laugh and her desire to find joy in all that life has to offer was a gift and a lesson for all of us. She will forever be our motivation and our guide.

Zoé4life continues its mission to help other families of children with cancer. Zoé’s battle has become symbolic of the battle against powerlessness, despair and injustice.

Together we can make a difference.

Some facts:

- Roughly 300 kids will be diagnosed with cancer in Switzerland every year
- Treatments often last for years, with an average of 100 days per year at the hospital
- In most cases, health insurance does not cover all treatment related expenses
- every week, in Switzerland, a child dies from cancer
- more than half of children who are cured will have long-term side effects

What we do:

- support research
- provide financial support to families in need
- support kids during their treatments
- raise awareness about childhood cancer

Zoé4life is a registered non-profit organization, made up only of volunteers. All donations are tax deductible under Swiss law.



Why Support Us?



We need you! Zoé4life is actively seeking partners to make Day4life an amazing event. With your support, this day of awareness for childhood cancer will be a success, both in fundraising for Zoé4life's many activities, and in solidarity for kids being treated for cancer in our region.

By becoming a partner in this event your organization will:

- Have a direct impact on treatments and support programs available to kids with cancer in Switzerland
- Demonstrate its solidarity and corporate responsibility on a local level
- Be able to take part in a team building event which will strengthen bonds between employees
- Make a difference for kids with cancer and their families in Suisse Romande

UN MAGNIFIQUE DON DE L'ASSOCIATION ZOE4LIFE

Remise d'un chèque de 150'000 francs

SULLENS Vendredi passé, l'association Zoé4life a remis un chèque de 150'000 francs au Groupe d'Oncologie Pédiatrique Suisse. Ce don répond ainsi à l'un des quatre objectifs fixés par l'association, à savoir le soutien à la recherche.

Le Groupe d'Oncologie Pédiatrique Suisse est une association ayant pour but de soutenir la recherche sur le cancer clinique, axée donc sur le patient, dans le secteur de l'oncologie pédiatrique grâce à des études coopératives et le plus souvent internationales. L'objectif est l'amélioration des traitements et de la qualité de vie des enfants et adolescents souffrant de cancers ou de maladies du sang.

Nicole Scobie, présidente de Zoé4life: «En Suisse, cha-



Maja Beck Popovic, médecin cheffe de l'unité d'hémo-oncologie pédiatrique du CHUV, Nicole Scobie, présidente de Zoé4life, Isabelle Lamontagne, directrice du Groupe d'Oncologie Pédiatrique Suisse, Natalie Guignard et Lana Guignard, membre du comité et ambassadrice Zoé4life. PHOTO: HÉRIK STIGER

que semaine, un enfant décède des suites d'un cancer. Il existe des traitements pour

des cancers difficiles à guérir, surtout des rechutes ou des cancers réfractaires...

mais à l'étranger. Il était dès lors évident pour l'association Zoé4life qu'il fallait tout faire pour que ces traitements puissent aussi être accessibles en Suisse.»

Isabelle Lamontagne, directrice du Groupe d'Oncologie Pédiatrique Suisse: «Ce soutien de la part de l'association Zoé4life est très précieux pour le Groupe d'Oncologie Pédiatrique Suisse et nos cliniques membres. Ce don nous permettra de mettre nos projets scientifiques plus rapidement à disposition des patients. Nous pourrions ainsi améliorer les traitements et donc la qualité de vie des enfants et des adolescents atteints d'un cancer.»

L'association Zoé4life a pu réunir cet argent au travers de nombreuses actions et manifestations organisées

en 2015 en faveur de l'association. Plus de 300'000 francs ont ainsi pu être récoltés l'an passé, grâce à des clubs services, des équipes sportives, des sociétés locales, des privés, des anonymes, qui démontrent ainsi leur attachement aux causes et objectifs défendus par Zoé4life.

Le don par SMS, nouveauté introduite en 2015, a permis de récolter 13'581 francs en l'espace de six mois. Il reste le moyen le plus simple et le plus rapide pour tout un chacun de faire un don à l'association. ■

COMMUNIQUÉ

Pour faire un don: IBAN CH32 8041 4000 0030 1943 8. Ou envoyez un SMS au 339 avec la mention ZOE, un espace, puis le montant du don.

In the past two years, Zoé4life has funded:

- **280'000** CHF toward specific research protocols for kids in Switzerland
- **150'000** CHF to support families during their child's long months of treatment




























But Zoé4life is also an active part of the community and its influence and reputation is growing every day:

- Facebook: 15'000 followers, with a reach of over 50'000 people per month
- Website: 8'000 visits per month
- Google+: 1'000 visits per month
- Twitter: 997 subscribers and et 5'000 impressions per month
- Instagram: 510 subscribers

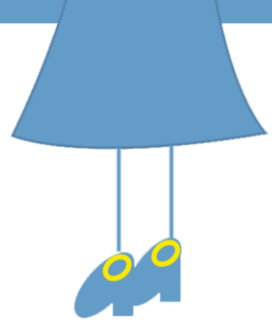


YOUR SUPPORT



Categories	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship (CHF)	10 000	5 000	2 500	1 200
Your company will be named in our media communication, and you will award the First Place prize to the winning team in Zoé's Challenge				
Your company will be featured in a video interview published on our facebook page (15 000 followers)				
Your company will be offered a place to set up booth during the event in Zoé's Village				
Your company's logo on our website, with weblink back to your website				
Zoé4life will present its activities and projects to your employees at your company's headquarters				
Your company's banner displayed onsite at the event in Zoé's Village				
Your company's logo on our posters (print run of 300 copies, posted all over the extended Rolle /La Côte region)				
Your company's logo on our flyers (print run of 5'000 copies, largely distributed throughout Suisse Romande and on social media)				
Your company is offered a spot for a team in Zoé's Challenge				





Zoé's Village Sponsor – 500 CHF

- Your company's banner on display in the Village square

Placemat Sponsor - 200 CHF

- Your company's logo on our placemats (print run 5 000 copies, distributed in cafés and small restaurants in the region as of July 2016)

Other options

Would you like to discuss your company's support with us, to establish a tailor-made plan that suits your needs? Contact us to discuss the possibilities.

Your support is precious!

Zoé4life

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Together, we can make a difference!

