



# Event Guidebook for Participants

7th Annual

## Hope on the Slopes

February 25th, 2012 at Breckenridge Ski Resort

[www.breckhots.org](http://www.breckhots.org)

[cancer.org](http://cancer.org)  
1.800.227.2345



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## Welcome to Hope on the Slopes!

1 in 3 people will hear the words “you have cancer” in their lifetime. Chances are, you have lost someone to this disease or know someone who has survived it. While this statistic is staggering, we are making progress.

In 1946 when the American Cancer Society began its research program, the survival rate was only 33%; only 1 out of 3 people were surviving cancer. Today, thanks to the donations you make through Hope on the Slopes, the survival rate is 66%; 2 out of 3 people are surviving cancer.

Thank you so much for being a part of Hope on the Slopes at Breckenridge Ski Resort! You are helping to create a world with less cancer and more birthdays!

Imagine a world with more birthdays, a world where cancer is scarce. Eleven million survivors show the progress we’ve made and prove that it’s not just a dream.

We are the American Cancer Society.



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**Photos from the 2011 Hope on the Slopes at  
Breckenridge by:**  
Timothy Faust—[www.timothyfaust.com](http://www.timothyfaust.com)



## How the Event Works - The Competition

### The Competition

Both teams and individuals will compete for fantastic prizes on two levels: Dollars Raised and the Epic Mix Challenge. Prizes include a K2 snowboard, lodging, Breckenridge Mountain Money, gift cards, and much more!

### The Course and Epic Mix Competition Tracking

While at the Hope on the Slopes event, participants will receive points through the Epic Mix tracking system by skiing or riding all over the mountain. Through vertical feet and various virtual pins awarded (scavenger hunt items), points will be awarded for participants. Information about the vertical rise of each chair lift is found on the trail map under Lift Stats which will help you plan your day!

Vertical feet, virtual pins, and points earned will be tracked through the Epic Mix tracking system. Each pre-registered participant has a hard lift pass to wear during the event and has the Epic Mix chip system embedded. Virtual pins point areas will be discussed in detail at Opening Ceremonies.

Because participants have access to the whole mountain and the Epic Mix Challenge is competitive, please ski or ride within your skill level and follow the Responsibility Code.

### Determining the Winners

For team vertical feet and Epic Mix points, to ensure fairness no matter the size of a team, the points earned will be divided by the number of members registered on the team and the average will be used to determine the team winners. Teams with the highest dollars raised will win that category, regardless of size.

Individuals who are competing without a team as well as those who are on teams qualify to compete for individual Epic Mix Challenge and fundraising prize categories. Winners will be announced at closing ceremonies.



## Registration & Fundraising Requirements

Registration & Fundraising Website: [www.breckhots.org](http://www.breckhots.org)

**Online Registration Deadline: Wednesday, February 22nd**

Registrations will still be open online until Friday, February 24th, but those registering after Feb 22nd at 12:00pm MST will not be included in the Epic Mix Challenge.

### Two Participation Options:

- **Participate on a Team**
  - Form or join a team of 2-10 members
  - Registration is \$200 per team and can be waived by event sponsorship (sponsorship forms are available online)
  - Fundraising minimum for inclusion in Epic Mix team competition prizes is \$200 per member total. For example, a team of 8 would need to raise at least \$1600 to compete for vertical feet prizes.
- **Participate as an Individual**
  - Registration fee is \$35
  - Fundraising minimum for inclusion in individual Epic Mix competition prizes is \$200

**BONUS!** Participants that register online and pay required registration fees by January 31st are guaranteed a 2011 HOTS event shirt!

### Turning in donations, registration fees, and matching funds

Registration fees and fundraising dollars can be paid/collected online (preferred method), mailed to the ACS office (address below) ) or brought in person to the event and must be turned in/showing up online by 10am on the day of the event. Online fundraising will be tracked until 10am on the day of the event.

Matching funds will be counted towards fundraising totals. Teams expecting matching funds need to mail/fax their matching funds form to ACS prior to the event by Wednesday Feb 22nd at 2:00pm or bring the form to the event.

American Cancer Society Attn: HOTS  
2255 South Oneida Street, Denver, CO 80224

Fax: 303.759.1615

### Participant Amenities & Discounts

**Lodging Package Discounts - courtesy of Breckenridge Hospitality: (valid 3 days before and after HOTS)**

For Village at Breckenridge and Mountain Thunder Lodge, please call Breckenridge Hospitality Reservations Department at (888)-525-1787 and ask for group code BG9HS2 to reserve rooms for Hope on the Slopes 2012.

For DoubleTree by Hilton Breckenridge, please call DoubleTree by Hilton Breckenridge Reservations Department at (888)-355-6318 and ask for group code L25 to reserve rooms for Hope on the Slopes 2012.

**Discounted Lift Tickets - courtesy of Breckenridge**

**Ski Resort:**

**Adults: \$48.00, Kids ages 5-12: \$33.00** For those HOTS participants without a season pass to Breckenridge and have paid their registration fees, discounted lift tickets are available. Because of the use of Epic Mix, pass holders must provide their pass number during the online registration process or select the option to purchase a discounted pass.

**Discounted Equipment Rentals - courtesy of Breckenridge Sports:**

Participants needing to rent skis, snowboards, and boots can go online to **www.rentskis.com/hope** where HOTS participants will receive a 40% rental discount when booked online and 20% discount as a walk-up. This website allows you to enter in your boot size and other information and your rental will be waiting for you at the Breckenridge Sports location within The Maggie at the Peak 9 Base. This discount is good for Friday, February 24th through Sunday, February 26th.

**Discounted Lunch Vouchers - courtesy of Breckenridge Ski Resort:**

A **free \$10 lunch voucher** is available for the first 250 checked-in participants and are valid at on-mountain restaurants. Vouchers are good for a one-time purchase with no change given if you spend less than the \$10. Vouchers can be picked up at check-in prior to the start of the event.

Lodging	Nightly Rate
<b>Village at Breckenridge</b>	
Classic Hotel Room	\$ 205.00
Peak Nine Inn Studio	\$ 190.00
Deluxe Hotel Room	\$ 225.00
Executive King Hotel Room	\$ 240.00
<b>DoubleTree by Hilton Breckenridge</b>	
Standard Hotel Room	\$211.00
Standard Double Hotel Room	\$228.00
Mountain View Hotel Room	\$271.00
Mountain View Double Hotel Room	\$269.00
Mountain View Double King Hotel Room	\$279.00
<b>Mountain Thunder Lodge</b>	
Premium Two Bedroom Suite	\$ 375.00
Premium Two Bedroom Townhome	\$ 390.00

## Day of Event Schedule & Instructions

### **Registration**                      **7:30 - 8:30 am**                      **Village Hotel** **Atrium Lobby & Forest Room**

- Check in and turn in any fees or funds, and sign event waivers. Get \$10 lunch voucher (first 250 to check-in).
- Pick up and personalize your bib
- Double check lift pass number with Epic Mix data team.
- Purchase your lift pass (for non-pass holders)
- Enjoy continental breakfast provided by Breckenridge Ski Resort.

### **Opening Ceremonies**                      **8:30 - 8:45 am**                      **Forest Room**

- Welcome
- Instructions & Safety rules
- Epic Mix Competition details

### **Epic Mix Competition**                      **9:00am - 2:30pm**                      **The Mountain**

The Epic Mix system will begin tracking the competition at 9:00am and we will stop tracking at 2:30pm, but please feel free to continue skiing or riding until 3:30pm. Lift passes do not need to be turned in after the event.

### **Chair Massage by Samaara Robbins**                      **12:00 – 3:30pm**

- Chair massages by Samaara with Basecamp Bodyworks at the Forest Room for donations/tips that will go back to support HOTS.

### **Closing Ceremonies**                      **3:30 - 4:30pm**                      **Forest Room**

- Pick up goody bag & event t-shirt (starting at 3:00pm in Atrium)
- Recognition of Survivors, Sponsors, Donors, and Event Volunteers
- Awards for top fundraisers and Epic Mix Challenge winners

### **Silent Auction**                      **3:00 - 5:00 pm**                      **Forest Room**

- Items and bidding sheets can be viewed beginning at 2:00pm
- Bidding will begin at 3:00pm and end at 5:00pm
- Cash bar will be open from 3:00pm to 5:00pm
- Afternoon snacks will be provided by Breckenridge Ski Resort

### **Après Ski Celebration**                      **5:00 – 7:00pm**                      **Quandary Grille**

- Come celebrate a great HOTS event with your fellow participants, friends, and family! Wear your ski bib & 20% of food/drink go back to HOTS!
- Coors keg donation: Beer tickets will be sold for donations.

### Parking & Transportation to Peak 9 Base

**Ski traffic is heavy on weekends on I-70.** If you are not lodging in Summit County on Friday night and you are traveling from Denver, please plan to leave by 5:30am in order to be at registration by 8:15am.

**Parking is available at the following locations - F-LOT IS THE CLOSEST TO HOTS Headquarters at the Village Hotel –Peak 9 Inn at the Base of Peak 9.**

**Please Note:** There is no parking at the base of Peak 8.

#### View Parking Lot Map

**Gondola South Lot, Gondola North Lot, & Gold Rush Lot: \$10**

**Beaver Run Lot - (Peak 9 Slopeside): \$20**

**Car Pool Incentives:** Drive up with 4 or more people in your vehicle and receive a \$5 discount at the above lots!

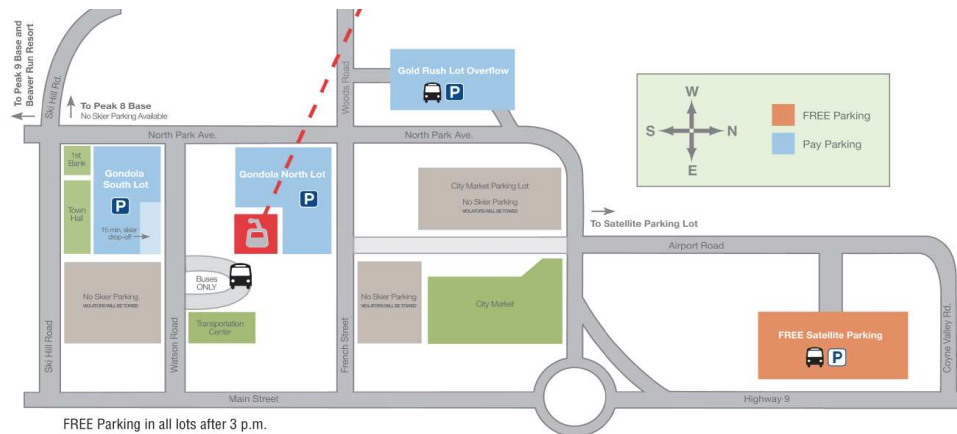
**Town of Breckenridge Paid Parking Lots (Wellington Lot, Dredge Lot, F Lot): \$15**

**Free Parking: See Map**

Airport Road Lot- Satellite Parking with free shuttle to Gondola

All Paid Lots are free after 2pm (Town of Breckenridge Lots above are free after 3pm)

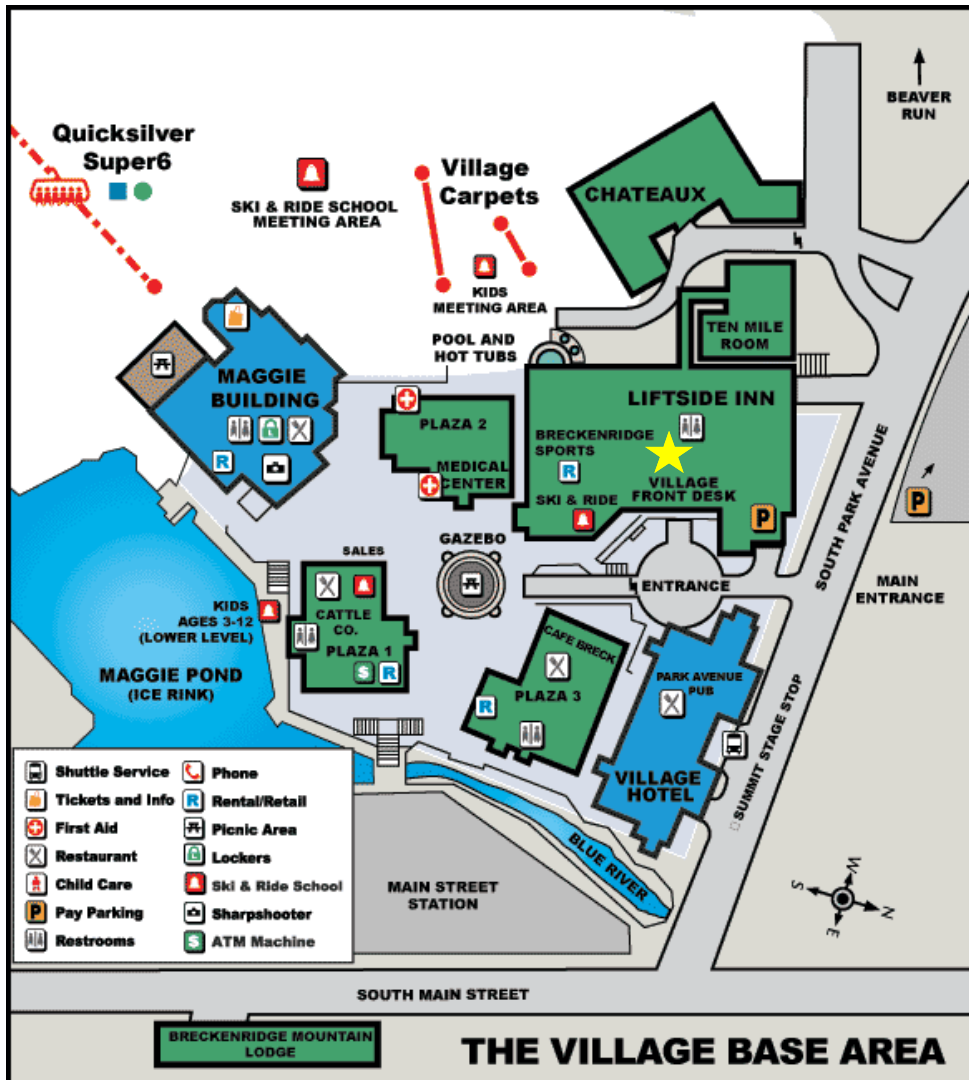
**Handicap Parking:** Available at Beaver Run Turn Around, Beaver Run Parking Lot, and Peak 8 Mid Lot.





### Peak 9 - The Village Base Area Map

Hope on the Slopes Headquarters (yellow star on the map) will be located in the **Forest Room/Lounge**, located within the **Liftside/Peak 9 Inn** at **The Village Hotel Base Area** at the **base of Peak 9**. Look for signs and volunteers near the Liftside Inn.



## Breckenridge has it all!

- Highest chair lift in North America - Imperial Express Superchair reaching 12,840 feet, serves double black and extreme terrain only
- Most skier/snowboarder visits of any resort in North America: 1,650,321 in 2006-2007
- Elevations:
  - Base Elevation: 9,600 feet / 2,926 meters
  - Summit Elevation: 12,998 feet / 3,963 meters
  - Vertical Rise: 3,398 feet / 1,036 meters
- Award-Winning Environmental Programs
  - Conde' Nast Traveler World Saver award, 2008
  - National Ski Areas Association Silver Eagle Award for water conservation, 2008
- Total number of lifts: 30, Number of trails: 155
- Longest Run: Four O'Clock at 3.5 miles/5.6 km
- Total Ski/Ride Terrain: 2358 acres / 954 hectares

## Mountain Safety

Hope on the Slopes is a competitive event and we realize you will be trying to ski or ride as much of the mountain as you can. However, you are still held responsible for the Responsibility Code and **any Breckenridge employee in uniform is empowered to suspend or revoke the skiing or riding privileges of anyone demonstrating reckless or inappropriate behavior.**

Always show courtesy to others and be aware that there are elements of risk in skiing and snowboarding that common sense and personal awareness can help reduce. Know your ability level and stay within it.

### Your Responsibility Code:

1. Always stay in control, and be able to stop or avoid other people or objects.
2. People ahead of you have the right of way. It is your responsibility to avoid them.
3. You must not stop where you obstruct a trail or are not visible from above.
4. Whenever starting downhill or merging into a trail, look uphill and yield to others.
5. Always use devices to help prevent runaway equipment.
6. Observe all posted signs and warnings. Keep off closed trails and out of closed areas.
7. Prior to using any lift, you must have the knowledge and ability to load, ride and unload safely.

## 2012 Hope on the Slopes - Staff & Volunteers

### Event Planning Volunteers:

Marie McGillivray Brieana Westphal

Breckenridge Event Staff

Lindsey Rohde & Brad Esser

ACS Staff Partner

Alison Jolin

**Thank you to all of the volunteers and supporters  
that have helped make this event possible. We are  
fighting for a cure together!**

### Questions about the Event?

#### Event and American Cancer Society Questions

Alison Jolin - American Cancer Society Staff  
720-524-5480 alison.jolin@cancer.org

#### American Cancer Society Address

American Cancer Society Attn: HOTS  
2255 South Oneida Street  
Denver, CO 80224  
Fax: 303-759-1615

#### Breckenridge Questions

Lindsey Rohde 970-453-3234 LRohde@vailresorts.com

#### Day of Event Contact

Alison Jolin 816-726-7001



## **A Week in the Life of the American Cancer Society in Colorado**

**On average EACH week the American Cancer Society provides the following services and programs to reduce the impact of cancer in Colorado:**

**5,747** visits are made by state residents to [www.cancer.org](http://www.cancer.org)

**160** people contact the American Cancer Society from our state via our 24-hour information line at 1-800-227-2345

**151** state residents receive cancer patient related information or services from the American Cancer Society

**6** visits are made to breast cancer patients by one of our Reach To Recovery volunteers

**85** trips transporting cancer patients to treatment are provided by American Cancer Society Road to Recovery volunteers and other transportation programs

**47** gift items such as turbans, prosthesis, or durable medical equipment are provided to cancer patients living in our state

**33** wigs are provided to residents in our state

**13** free or reduced rate accommodation is provided through our Patient Lodging program to cancer patients and their families traveling long distances for treatment

We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.



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# Hope Mountain Camp

## Winter and Summer Sessions Available!

Hope Mountain Camp is a special program for brothers and sisters (ages 11-17) of children who have been diagnosed with cancer. The program is funded by the American Cancer Society, and is a joint effort of the American Cancer Society and The Breckenridge Outdoor Education Center.

The camp began as the Rocky Mountain Adventure Camp eighteen years ago as an opportunity for teen siblings to learn about cancer, share common bonds with other siblings and develop a network of friends. It also gives them a chance to take a break from the stress and impact of the illness and to have a really terrific time. As you know, siblings of cancer patients often feel isolated and unique in their situation. Hope Mountain Camp offers an opportunity to address some of these issues in an exciting and supportive environment.

### For More Information Please Contact:

**Amanda Childs**  
**American Cancer Society**  
t) 720.524.5450  
f) 303.759.1615  
[amanda.childs@cancer.org](mailto:amanda.childs@cancer.org)



## Your American Cancer Society The Official Sponsor of Birthdays

### **American Cancer Society Mission Statement:**

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research education, advocacy, and service.

### **Where does the money go?**

**Research.** The Society is the largest source of non-profit, non-governmental cancer research funding in the U.S., investing about \$130 million each year. We also have a great track record, with 46 ACS funded researchers who later went onto win the Nobel Prize.

**Education.** Following the Society's wellness and cancer detection guidelines can save your life and the lives of the people you love. We publish educational materials and promote programs for the early detection and prevention of cancer for the community, our schools, physicians, and cancer patients.

**Advocacy.** We fight for life-saving laws to increase federal research funding, reduce tobacco use, promote early detection of cancers, improve access to care and insurance coverage, and support cancer patients.

**Service.** We provide many patient and family support services to help people with cancer during and after treatment. Anyone, anywhere can access cancer information and support 24 hours a day, 7 days a week at 1.800.227.2345 or at [www.cancer.org](http://www.cancer.org).

Local programs are tailored to fit the needs of the community and range from free cosmetic courses for women going through chemotherapy, transportation to and lodging during treatment, free wigs and hats, peer support programs, and more.





American Cancer Society Research is  
Making a Difference in **COLORADO**

## Research in Colorado

### Current grants as of November 2011

#### University of Colorado, Aurora

Madeleine A. Kane, MD, PhD \$540,000

#### University of Colorado, Boulder

Douglas Graham, MD, PhD \$720,000

Changwei Liu, PhD \$716,000

Scott Stuart, PhD \$150,000

Dylan J. Taatjes, PhD \$712,000

#### University of Colorado Cancer Center

Betsy Risendal, PhD \$676,000

#### University of Colorado, Denver

Carlton C. Barnett, MD \$437,000

Alison K. Bauer, PhD \$720,000

Amanda Charlesworth, PhD \$720,000

Carolyn DiGuseppi, MD, MPH, PhD \$300,000

Jacob M. Gump, PhD \$150,000

Isabel Schlaepfer, PhD \$150,000

Jill Slansky, PhD \$948,000

Beth Tamburini, PhD \$93,000

### Colorado

**14 total grants \$7,032,000**

### Great West Division

**70 grants \$27,511,010**

### Nationwide

**932 grants \$465,610,725**

- The five-year survival rate is now 68 percent. The world is seeing a significant reduction in cancer incidence and mortality, in large part due to our combined efforts.
- 1/3 of all cancer deaths are caused by tobacco – and could be completely prevented
- 1/3 of all cancer deaths are related to nutrition, physical activity, obesity and other lifestyle factors – and could be prevented

### Your American Cancer Society

We are the nation's largest private, not-for-profit, non-government source of funds for scientists studying cancer. The American Cancer Society focuses the majority of its funding on investigator-initiated, peer review proposals.

Major scientific breakthroughs have changed how we think about cancer. Today, 68 percent of people diagnosed with cancer survive the disease, compared to 50 percent from 1975 - 1977.

### Cancer Research Breakthroughs

Your American Cancer Society has spent more than \$3.6 billion on cancer research to date and we have been involved in many of the major cancer research breakthroughs of the century:

- Pap smear crusade to detect cervical cancer
- Mammography to screen for breast cancer
- PSA test for prostate cancer screening
- Confirmation of smoking as a cause of lung cancer
- Identification of obesity as an increased risk factor for multiple cancer types

### American Cancer Society Nobel Laureates

The American Cancer Society is proud of the 46 investigators we supported before they went on to win the Nobel Prize, considered the highest accolade any scientist can receive. This is a tribute to the American Cancer Society Research Program and the strength of its peer-review process.

**THANK YOU FOR MAKING A DIFFERENCE!**

***Thank you to our sponsors!***



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*charles* SCHWAB



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