



## WHAT?

For the last four years, thousands of gamers have come together to play for 24 hours for Extra Life™ – a gaming marathon in support of Children's Miracle Network Hospitals®. Gamers rally friends and family members to sponsor their play. The funds go to help save and improve the lives of kids at the CMN Hospital in their community.

## WHEN?

**SATURDAY, OCTOBER 20, 2012**

## WHO?

Everyone. Hard-core gamers to Facebook farmers to smart phone bird throwers. Extra Life™ makes it easy for people to help kids while doing what they love doing anyway. The fundraising is turn-key. When and how they play is up to the gamer. Hospitals win. Every time.

## HOW?

- 1 Sign up online at [www.extra-life.org](http://www.extra-life.org)
- 2 Ask friends & family to sponsor you for as little as \$1/hour
- 3 Play games for 24 hours on October 20, 2012

## FOR?

Children's Miracle Network Hospitals raises funds for 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. Donations stay in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These funds support research and training, purchase equipment, and pay for uncompensated care, all in support of the mission to save and improve the lives of as many children as possible. Learn more at [CMNHospitals.org](http://CMNHospitals.org).

**1,000%** increase in annual funds raised since 2008.

**\$200** average raised by gamer.

**417** websites and podcasts have participated.

**\$1.2 MILLION** raised in 2011 alone.