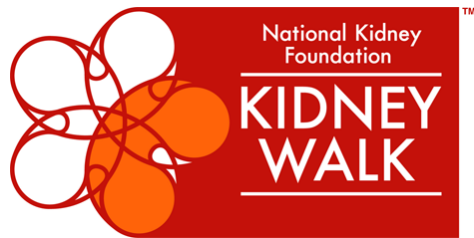


# 2010 Geneseo Kidney Walk



**March 26, 2010**  
**SUNY Geneseo**  
**Wilson Ice Rink**

## Why Support the Kidney Walk?

- You will join nearly 500 kidney conscious walkers from the Geneseo region to support the NKF mission.
- Family-friendly environment with a fun and exciting walk at SUNY Geneseo.
- Energetic and entertaining way to give back— Enjoy food, games, raffle, give-a-ways and a great walk!
- A positive atmosphere to show your consumers and community members that you are supporting a great cause!



## Media Impressions:

**NKF Newsletter:** 10,000+ households

**NKF E-Newsletter:** 3500+ valid e-mails

**Kidney Walk Brochures:** 2,000 distributed

**NKF Website:** 2,970 page views per month

**Sponsors names and logos will also be used on the Kidney Walk Website, as well as in radio or television appearances.**

## Walker Demographic:

- Our walkers are a true representation of Upstate New York— spanning all ages, races and socio-economic levels.
- Teams include corporate, school clubs & organizations, family, friends & dialysis centers
- Past sponsors & corporate teams include:
  - Livingston County Employees
  - Noyes Dialysis Center
  - Wegmans
  - LCCNR



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