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HYUNDAI HOPE ON WHEELS™ DONATES \$100,000 TO ST. LUKE'S MOUNTAIN STATES TUMOR INSTITUTE TO FIGHT CHILDHOOD CANCER

Award Ceremony Is Part of "Hyundai Gives Hope on Wheels" Childhood Cancer Awareness Month September National Initiative

BOISE, ID – September 27, 2010 – On September 27, local Hyundai dealers and representatives from Hyundai Motor America presented a Hope Grant in the amount of \$100,000 to St. Luke's Mountain States Tumor Institute (MSTI) to support childhood cancer research or programs dedicated to improving the lives of children with cancer. Childhood cancer patients and their families joined the doctors, administrators and staff from St. Luke's MSTI in accepting the award.

Cancer is the leading cause of death by disease among children in the United States. Every day 40 children are diagnosed with cancer – 15,000 new cases each year – and one in five of those children will not survive. Hyundai has been committed to helping kids fight cancer since its Hope on Wheels™ program was founded 12 years ago and this September – Childhood Cancer Awareness Month – Hyundai will reach out and ask others to join them in bringing hope to children and their families fighting cancer. In addition to encouraging consumer awareness, Hyundai Hope on Wheels will donate \$6.8 million to children's hospitals and non-profit organizations across the U.S. to support medical research and programs that improve quality of life for children with cancer.

"While we've made progress over the last few decades and now have an 85 percent cure rate, cancer still takes more lives than any other childhood disease," said John Krafcik, President and CEO of Hyundai Motor America. "This September, in support of Childhood Cancer Awareness Month, Hyundai will shine a nationwide spotlight on this cause and provide more than \$6 million in grants for pediatric cancer research and support programs. We love taking on big challenges at Hyundai, and we can think of no more worthy challenge than finding a cure for all forms of pediatric cancer."

The grant awarded to St. Luke's MSTI will help fund a variety of therapy programs and assist with equipment purchases. The grant will fund the following programs:

- **Child Life Specialists Medical Play project** – Child Life Specialists Medical Play project will enhance the child life specialist's ability to ease children's fear and anxiety through medical play by expanding their access to teaching tools and equipment.
- **Pediatrics Social Skills Program** – Pediatrics Social Skills Program will provide ongoing education for parents, affected children, and local professionals about long term effects of cancer treatment, promote positive self-esteem, and self image, and connections with community resources.
- **Pediatrics Adolescent Therapy** – Pediatric Adolescent Therapy is a program to engage adolescents with a history of cancer as they travel through their physical and mental challenges, enhance their abilities and confidence, and transition back to their everyday lives.
- **Pediatric Integrative Therapy Program** – Pediatric Integrative Therapy Program will be expanded to incorporate music as an intervention to decrease stress, anxiety, pain, nausea, and increase a sense of well-being in children undergoing cancer treatment.
- **Pediatric Oncology Microscope** – Pediatric Oncology Microscope and video equipment will be used to enhance diagnostic efficiency and improve communication and learning between physicians and the healthcare team.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through all more than 800 dealerships nationwide.

HYUNDAI HOPE ON WHEELS

Hyundai Hope on Wheels is the united effort of Hyundai Motor America and its more than 800 Hyundai dealers across the U.S. to raise awareness about childhood cancer and celebrate the lives of children battling the disease. At the end of 2010 Hyundai and its dealers will have donated more than \$23 million to help kids fight cancer. Hyundai Hope on Wheels is an independent 501(c) (3) non-profit organization.

ST. LUKE'S MOUNTAIN STATES TUMOR INSTITUTE

Founded in 1969, St. Luke's Mountain States Tumor Institute (MSTI) has treated nearly 60,000 patients and has become one of the Northwest's most respected cancer care centers providing the region's most advanced cancer care therapies with the added benefit of allowing most patients to remain in their communities for treatment. To find out about St. Luke's MSTI visit www.stlukesonline.org