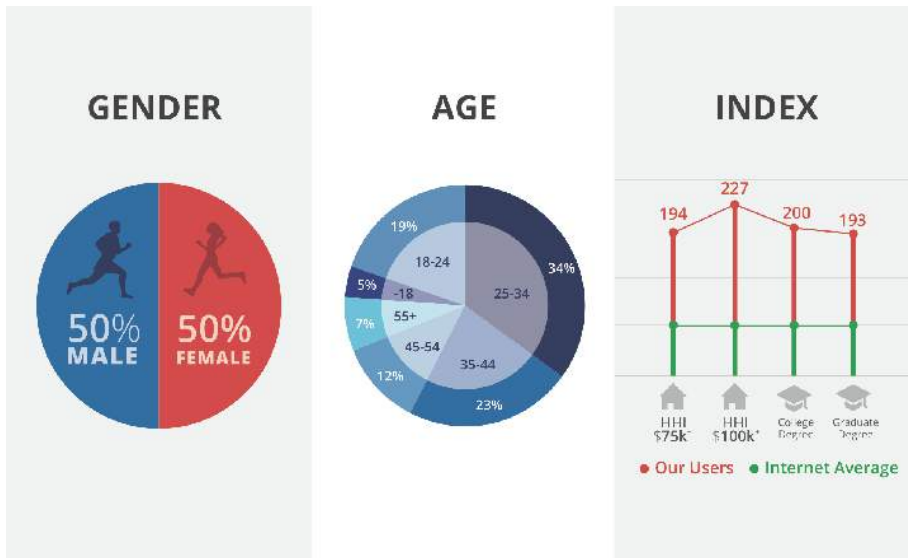


# THE 43 CHALLENGE

Accelerate Your Marketing Goals.  
Accelerate the Search for Cures.

**Best in Class Partner: MapMyFitness**

## Speaks to Your Target Demographic\*



\*All verified data, including ComScore, IDC, and Forrester.

## International Community of Engaged Users

**31M+**

Completely Virtual:  
We Meet Users Where They Are



**High Impact Philanthropy: CureSearch for Children's Cancer**

## Accelerate the Search for Cures for Children's Cancer



**Dollars**

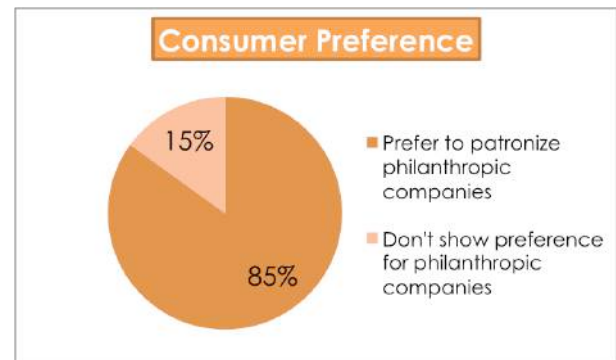
**Research**

## The 43 Day Challenge because...

Every Day, **43** KIDS are Diagnosed with **Cancer**.

Visit [CureSearch.org](http://CureSearch.org) to learn more.

## Consumers Prefer Socially Responsible Companies\*



\*Gupta, Pirsch, 2006



[curesearchchallenge.org](http://curesearchchallenge.org) | 800.458.6223

# THE 43 CHALLENGE

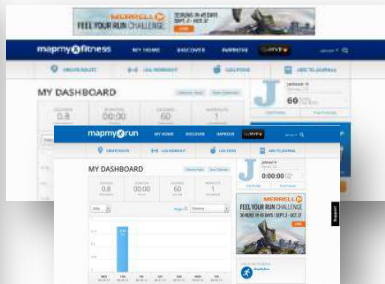
Accelerate Your Marketing Goals.  
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## Customized Partnership: Designed for Your Goals

Millions of Digital and Social Impressions\*



Dedicated Email Blasts



Online Promotional Media



Dedicated Shout-outs on User Homepage

**Quantifiable Social Data**

- Total Likes, Comments, Shares
- Web/Mobile Posts, Banners, Emails & Interstitials
- Total # of Fans Reached
- Total # of Social & Digital Media Impressions

\*All impressions are guaranteed views.

Branded, Customized User Journey



The MMF Challenge: Proven Model with Major Brands



MMF Challenges To Date See High Levels of User Engagement

40K-60K  
Per MMF  
Challenge

