



News Release

Hyundai Hope On Wheels® Announces Two Minneapolis-Area Pediatric Cancer Survivors Chosen to Attend Super Bowl LII

- Hyundai will also donate \$100,000 to the University of Minneapolis Children's Hospital and the Mayo Clinic Children's Hospital to support pediatric oncology programs at each center

MINNEAPOLIS, Feb. 1, 2018 – For the second consecutive year, Hyundai Hope On Wheels (HHOW) will host two pediatric cancer survivors and a family member at The Super Bowl, which is being played this year in Minneapolis on Sunday, February 4. The game day tickets were donated by Hyundai, a sponsor of the NFL, and awarded to 9-year old Peyton Raterman, a patient at the University of Minneapolis Masonic Children's Hospital and 12-year old Sullivan "Sully" McGuire, a patient at the Mayo Clinic. Both are Osteosarcoma survivors. In addition, Hyundai will donate \$100,000 to each of the hospitals to support their pediatric cancer programs.

Since 1998, Hyundai Hope On Wheels, a 501c3 non-profit organization, has supported life-saving pediatric cancer research and created awareness about the disease. This year, HHOW marks its 20th anniversary milestone in the fight against pediatric cancer. The Super Bowl LII activities represent the official start of HHOW efforts to increase awareness and to fund new life saving research to end childhood cancer.

"As an official sponsor of Super Bowl LII in Minneapolis, Hyundai is proud to give an opportunity for two local area pediatric cancer survivors to attend Sunday's game," says Brian Smith, Chief Operating Officer, Hyundai Motor America. "Since 1998, Hyundai owners have joined the company and its dealers in our fight to end childhood cancer. Together, we have funded more than \$130 million in pediatric cancer research grants to children's hospitals across the country. We could not think of a more fitting occasion than the Super Bowl to increase awareness about the disease in our Super Bowl commercial this year. We are also excited to have Peyton and Sully enjoy the game experience with us."

Peyton and Sully are two courageous young cancer fighters who were selected because of their inspirational stories and personal efforts to raise awareness about the disease. Their own pediatric cancer stories are profiled on the HHOW [website](#). In addition to game day tickets, each child receives VIP tickets to the NFL Fan Experience, tickets to the NFL Honors event, NFL memorabilia, and will take over the HHOW social media channels, Facebook, Twitter and Instagram, to post their game day experience.

"We are honored to present the first two Hyundai Hope On Wheels grants of 2018 in the amount of \$100,000 each to The University of Minnesota and The Mayo Clinic. Both of these organizations are premier institutions in the field of pediatric cancer research and we are inspired by their work," said Scott Fink, Dealer Chairman, Hyundai Hope On Wheels. "For more than 20 years, Hyundai and its dealers have been in the fight to end childhood cancer. We want children and their families to know as they watch the Super Bowl on Sunday, and every day after the game, that we are on their side."

A new Hyundai Hope On Wheels website experience launched on Wednesday, January 31st, for visitors to learn more about the organizations plans for its 20th year. The HHOW initiatives announced during the Super Bowl are part of the 20th anniversary launch plans. On March 29th, HHOW will announce the grant winners for 2018 during the New York International Auto Show. For more information on the organization’s mission to fund research and raise awareness about the disease, follow Hyundai Hope on Wheels on [Facebook](#), [Twitter](#), and [Instagram](#) and with hashtags #20YearsOfHope and #EndChildhoodCancer on Super Bowl Sunday to witness the game with Peyton and Sully.

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About Hyundai Hope On Wheels

Hyundai Hope On Wheels® is a 501(c)(3) nonprofit organization that is committed to finding a cure for childhood cancer. Launched in 1998, Hyundai Hope On Wheels provides grants to eligible institutions nationwide that are pursuing life-saving research and innovative treatments for the disease. HHOW is one of the largest nonprofit funders of pediatric cancer research in the country, and primary funding for Hyundai Hope On Wheels comes from Hyundai Motor America and its more than 830 U.S. dealers. Since its inception, Hyundai Hope On Wheels has awarded more than \$130 million towards childhood cancer research in pursuit of a cure.

To learn more about Hyundai Hope On Wheels, please visit www.HyundaiHopeOnWheels.org or follow us on social media at www.facebook.com/HyundaiHopeOnWheels, www.twitter.com/hopeonwheels, and www.youtube.com/hopeonwheels.

About Hyundai Motor America

Hyundai Motor America is focused on delivering an outstanding customer experience grounded in design leadership, engineering excellence and exceptional value in every vehicle we sell. Hyundai’s technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to deliver peace of mind to our customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and the majority sold in the U.S. are built at U.S. manufacturing facilities, including Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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