

**HOT FLASH  
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**HEROES AND HOPE SOAR  
FOR CHILDREN WITH BRAIN TUMORS**

**Sugar Grove, IL, March 9, 2009** – There were no telephone booths for costume changes. No masks. No superhuman powers. But March 6 was a heroic night all the same, as more than \$46,000 was raised to give hope and help to children afflicted with brain tumors.

Now in its tenth year, the Corporate Challenge for Hope fundraiser rallies together Chicago-area companies to compete for the cause – specifically for pediatric brain tumor research, treatment, and family support services at Children’s Memorial Hospital (CMH). This year, seven firms accepted the Challenge, including luxury skin care company Votre Vu, Navigant Consulting, Deloitte Consulting, CH Robinson, National City, InnerWorkings, and the doctors and nurses of CMH.

One or two very courageous caped crusaders – current brain-tumor patients at CMH -- led each of the corporate teams through a myriad of childhood games, super-hero trivia, and a tie-breaking karaoke contest. After its crowd-pleasing performance, Votre Vu snagged first place, thanks to its rock-star patient champions: four-year-old Rosie and ten-year-old Sarah.

“The event calls us the heroes, but all I could see was how incredibly brave these children and their families were. They are the true heroes here,” said Harold Zimmerman, CEO and Founder of Votre Vu, the event’s primary sponsor. “As a father of two young daughters, I cannot even imagine the obstacles these families face. To support these parents and children in such a personal way was truly an honor.”

Such is the goal of the Young Associates Board (YAB), who organizes the annual Challenge. An affiliated organization of Children’s Memorial Hospital, YAB aims to create corporate partnerships that will benefit the children – ultimately with a cure, but until then, with the most sophisticated, appropriate, and prevailing treatments available.

Indeed, you don’t need to leap tall buildings in a single bound or swing from a web to be a lifesaver. You can do that – and more – as a hero for hope. Visit [www.heroesforlife.org](http://www.heroesforlife.org) today.

**Formed in March 2007, Votre Vu is a privately held luxury skin care company offering the finest French-made formulations. Company headquarters are in Sugar Grove, Illinois, with all products crafted in a family owned laboratory in France except the beauty beverage, *SnapDragon*, which is manufactured in the U.S.**

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