



As I sit in my office facing the main entrance of Arkansas Children's Hospital, I can hear it, the sound of one of the Angel One Transport helicopters taking off. It always makes me wonder where they are going, what will the child be like that they are picking up, will we once again perform a near miracle?

Later in the day, I happen to be over in the hospital walking down the hall toward the surgery waiting area, and I see a gentleman sitting all alone looking out the window. What was he thinking? Who was he there for? I try not to invade his privacy as I walk by but still I hear him sniff. Tears are being shed over a small child on the other side of the door. I walk on down the hall saying a silent prayer for the man and his family. I've seen this scene too many times, and every time it makes my heart feel as though it will come right out of my chest. I don't even know this family, but I feel for them.

I make my way to the elevator and push the button and wait. It's one of those times when seconds feel like hours. Movement catches my eye, and I look over towards the man. The door that is opening is one that leads into the surgery area, and a young lady walks out, eyes swollen red and carrying a worn brown teddy bear. The man begins to sob as well as the lady. My eyes tear up, and common sense says to take the stairs, but I look again at the crying couple and the lady says, "It was a success! She's going to be able to hear!" The doctor has successfully completed a cochlear implant procedure and a small child who has never been able to hear will for the first time! Both are on their knees in middle of the hospital waiting room sobbing with joy. Other family members join in for the celebration. Once again, Arkansas Children's Hospital was there. Once again, we were the champions!

As an employee of Arkansas Children's Hospital I would like you to join me on June 28th. Join me on adventure that will take me from Fort Smith, Arkansas, all the way across the state to West Memphis, Arkansas. On a bicycle for over 323 miles in one day! From river to river!

Being ticketed as one of the toughest endurance rides imaginable. Join my team and I as we start what is a bicycle ride beginning at 5am in Fort Smith, Arkansas, coming over the Arkansas River from the Oklahoma border riding all the way to Arkansas Children's Hospital to show the patients that nothing should stop you from your dreams. Then we head across the farmlands of eastern Arkansas and ending in West Memphis at the Mississippi River by sunrise!

I would like your support as my team attempts this ride to raise funds and awareness for Arkansas Children's Hospital. Being able to hear is something very close to my heart. I have a profound hearing loss in my left ear in which I wear a hearing aid, and I am deaf in my right ear. That's why all the donated funds and in-kind gifts will benefit the Arkansas Children's Hospital audiology center. Imagine a child being able to hear his or her mommy's voice for the first time. Imagine a child hearing dad's laughter for the first time. Imagine when he hears an oncoming car or a home fire alarm and can escape safely. Imagine knowing that your donation may save a child's life!

Thursday, June 28th, 2007

*One incredible day! One incredible journey! 323 miles in under 24 hours... from River 2 River!*

From myself and all the kids here at Arkansas Children's Hospital, thank you!

George Cobb



There are several levels of giving:

**Geo's Friends (Up to \$99)**

Name or company logo will appear on training blog

**Geo's Partners (\$100 to \$499)**

Name or company logo will appear on training blog  
Company logo will have link from our training blog  
Company logo will appear on printed t-shirts

**Bronze (\$500 to \$999)**

Name or company logo will appear on training blog  
Company logo will appear on printed t-shirts  
Company logo will appear on support vehicles

**The Yellow Jersey - Gold (\$1,000 and up)**

*In order to have corporate logos printed on the event jersey, please email me ( [cobbgd@archildrens.org](mailto:cobbgd@archildrens.org) ) by April 15th and let me know you are pledging and we'll get your company logo placed on everything.*

Name or company logo will appear on training blog  
Company logo will appear on printed t-shirts  
Company logo will appear on support vehicles  
Company logo will be on jerseys (*Need pledge by April 15th in order to have logo on jersey*)  
Company logo will be on banners  
Company will be mentioned during all media events  
Company product will be displayed during media events, if feasible

Sponsors are able to give anonymously if so desired.  
All monetary and in-kind donations are tax deductible.

To view the front of the awesome jersey and tshirt visit our training blog at [www.river2river.blogspot.com](http://www.river2river.blogspot.com)

To donate online: [www.archildrens.org](http://www.archildrens.org)

Send checks to: (Please note the donation is for River 2 River or bike ride)

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