

# Hike with Jasmin

**One fierce woman. One rare cancer. First hike to end it.**

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## Purpose

To carry forward Jasmin's vision by funding bold, focused research to end GIST cancer — and to bring people together in nature each year to remember, honor, and act.

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## Mission

Hike with Jasmin exists to raise money for GIST cancer research through an annual hike that anyone can join, anywhere. We do this in memory of Jasmin Peterson — a fierce, purposeful woman whose life inspired action — and with her spirit guiding every step. 100% of donations go directly to research labs working to end GIST for good.

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## Vision

A world where no one dies from GIST cancer — because research was funded, treatments advanced, and Jasmin's legacy helped push it further.

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## Values

- **Legacy in Motion** – This hike isn't a memorial. It's momentum.
- **Nature as Tribute** – We honor Jasmin in the wild places she loved.
- **Transparency** – 100% of what you give goes to research. Always.
- **Community-Led** – Built by Jasmin's family and friends.  
Powered by you.
- **Action Over Awareness** – Awareness is good. A cure is better.
- **Local First** – We keep it real, small, sustainable — just like she did."

## Homepage Intro

Jasmin Peterson lived with fire, purpose, and heart. She gave her time, her energy, and her voice to causes that mattered — mental health, education, the environment, small businesses, and more. Then came GIST cancer: rare, aggressive, and underfunded. Jasmin never had a fighting chance.

So we're creating one.

Each year around her birthday, we hike — anywhere, any trail, any distance. We move with Jasmin's spirit. We raise money for research. We push to end this cancer once and for all.

Join us. Hike with Jasmin. Because rare shouldn't mean forgotten.

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## About Jasmin

### **Jasmin Peterson was a force.**

She made you want to do more, give more, *be* more. At work, she launched suicide prevention programs, ran annual food drives, and helped create scholarships for autistic kids. She was an environmentalist in the truest sense — always mindful, always intentional. She handmade gifts, supported women-owned businesses, and never missed a chance to lift others up.

Jasmin was only 29 when she died from GIST cancer. It's a rare cancer that fewer than 5,000 people a year are diagnosed with — and her specific mutation was even more rare. She didn't get a fighting chance. But she *would have wanted to make sure someone else does*.

She would've created this hike herself. In fact, this *was* her plan. We're just helping it grow.

So, each year around her birthday, we hike. We step outside, into the wild places she loved, and we take Jasmin with us. And we raise the money that might save the next fierce soul from the same fate.

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## How It Works

1. **Sign up** to hike with us. You can hike anywhere — a mountain, a sidewalk, a forest, or a local park.
2. **Pick your day** during hike week (June 22–28, 2025).
3. **Get your swag**: We'll send you a hike kit with a purple bracelet, t-shirt, sticker, and a finish-line medal — all inspired by Jasmin.
4. **Raise or donate**: Every dollar goes to GIST cancer research. 100%. Always.
5. **Take a moment with Jasmin**: This is more than a fundraiser. It's a walk with her. It's about remembering, fighting, and moving forward.

**Register now. Hike with heart. Help end GIST.**

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## Why We Hike

**This was her idea. We're just carrying it forward.**

Jasmin didn't get the time to lead this charge — but she left us the spark. With her energy, her resources, and her legacy, we're turning this into something big.

100% of every dollar goes straight to the researchers fighting GIST at Memorial Sloan Kettering and the Heinrich Lab. No overhead. No fluff. Just fuel for the cure.

**Donate now. Lace up later. Let's end GIST together.**

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## Official Launch Message


**Subject Line:** Hike with Jasmin: One Fierce Woman. One Rare Cancer. First Hike to End It.

**Body:**

Jasmin Peterson was one of those people who gave her whole heart to the world. She stood for mental health, education, the environment, small businesses, and living with intention. And then, at just 29, she was diagnosed with a rare cancer called GIST. She never had a fighting chance.

But now, we're creating one.


**Join us for the very first Hike with Jasmin** — a movement to fund research, raise awareness, and end GIST cancer for good.

 Hike anywhere

 Honor Jasmin

 Fuel 100% of your donation directly to research labs

 Get a hike kit with a purple bracelet, shirt, sticker, and medal

 June 22–28, 2025 — hike during Jasmin's birthday week

She would've started this herself. In fact, this was her plan. We're just carrying it forward.

**Register. Donate. Share.**

Let's hike with heart. And help end GIST.

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## Social Media Post Ideas

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### 1. Launch Post

 IT'S OFFICIAL!

Introducing *Hike with Jasmin* — a new way to fight GIST cancer and honor one fierce woman who lived life with full purpose.

-  Hike anywhere
-  100% to research
-  Swag + good vibes included
-  June 22–28, 2025


Let's hit the trail and help find a cure.

#HikeWithJasmin #EndGIST #RareButRelentless

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### 2. Jasmin Tribute Post

She started food drives. Built scholarships. Launched suicide prevention efforts. And made Christmas gifts by hand.

 Jasmin Peterson gave everything to help others.

Now we're giving back — and taking her spirit out on the trail.

#HikeWithJasmin #DoltLikeJasmin

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### 3. Rare Cancer Awareness

Less than 5,000 people a year are diagnosed with GIST cancer. Jasmin was one of them. Her mutation? Found in less than 1% of patients.

It's rare. It's deadly. And it's underfunded.

Let's fix that.


 First Hike: June 22–28


#EndGIST #RareNotForgotten #HikeWithJasmin

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### 4. Get Outside Post

This isn't your average charity walk.

 Choose your trail.

 Hike your pace.

 Take a moment with Jasmin.

 Get your swag.

All to help fund a cure.

#GetOutside #HikeWithJasmin #TrailWithPurpose

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## 5. Swag Kit Post

Look good. Do good.

Sign up for *Hike with Jasmin* and get:

✓ Purple bracelet

✓ Jasmin t-shirt

✓ Vinyl sticker

✓ Finish line medal

✓ All the feels

All for a good cause. All for Jasmin.

#HikeWithJasmin #EndGIST #HikerKitDrop

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## 1. The Intentional Hiker Post

“Handmade gifts. Local coffee. Secondhand gear. Jasmin did everything with purpose. Today I’m hiking with that same energy.

 #HikeWithJasmin #IntentionalLiving”

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## 2. The Fierce-and-Funny Post

“She once made me recycle a gum wrapper. Today I hiked 5 miles with her in mind. That’s the kind of energy she brought. 

#HikeWithJasmin #DoltLikeJasmin”

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## 3. The Reflective Post

“She would’ve been 30 this week. She would’ve made us all go hiking, fed us local food, and handed out medals she designed herself. So today, I walked with her. #HikeWithJasmin”


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## 4. The Grit Post

“Jasmin didn’t get a fighting chance against GIST cancer. So we’re fighting now. Every mile is for her. Every dollar goes to research. Let’s end this. #EndGIST #HikeWithJasmin”

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## 5. The Nature-Loving Post


“I took a moment in the trees today. Sat in the quiet. Felt her there. This hike’s for you, Jas.  #HikeWithJasmin #NatureWasHerThing”

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### In Jasmin’s Spirit

“She lived for causes that mattered. Today, I’m hiking for one that still does. #HikeWithJasmin #ForTheCure”

“She didn’t just talk about change — she *was* change. One hike. One legacy. One step closer to ending GIST. #DoltLikeJasmin”

“Jasmin helped everyone around her. This hike is my small way of helping her help even more.  #HikeWithJasmin”

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### Tribute + Emotion

“Every step today is for someone we miss like crazy. You’re with us, Jasmin. Every mile. Every moment. #OneFierceWoman #HikeWithJasmin”

“She gave and gave and gave. This time, we give back. #HikeWithJasmin #FirstHikeToEndIt”

“Not everyone knew Jasmin. But if you did, you loved her. And if you didn’t — just walk outside today. She’s out there. #WalkWithJasmin”

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### Environmental Vibes

“I picked up trash. Supported a local shop. And hiked with purpose. She would’ve smiled at that. #NatureLikeJasmin #HikeWithHeart”

“Jasmin loved this earth fiercely. Today I walked through it for her. #HikeWithJasmin #SustainablyStrong”

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## Cure-Focused

“Rare cancer. Rare mutation. Rare fire in her soul.  
Let’s fund the cure she never got. #EndGIST  
#HikeWithJasmin”

“GIST cancer is rare. Jasmin was rarer. This hike is  
about making sure no one else goes through what she  
did. #FirstHikeToEndIt”

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## Simple, Short, Shareable

“I hiked. I cried. I laughed. I remembered.  
#HikeWithJasmin”

“Wherever you hike, she’s there. #OneFierceWoman  
#HikeWithJasmin”

“Signed up. Laced up. Showed up. For Jasmin. 💜  
#TrailWithPurpose”

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## Be a Local Hike Leader

### **Bring Hike with Jasmin to your city. Your trail. Your people.**

Jasmin had a way of bringing people together — and we want *Hike with Jasmin* to do the same. On June 28, her birthday, we’re hosting our anchor hike in Salt Lake City. But we’re also calling on friends, family, and big-hearted strangers to **host local hikes wherever they are.**

### **It doesn’t have to be fancy.**

A walk through your neighborhood. A meetup at a local park. A trail you love. Just gather a few people, take a moment for Jasmin, and hike with purpose.

### **Want to lead a local hike?**

We’ll help you:

- Promote your hike in our network
- Share tips for organizing
- Provide a digital flyer you can customize
- Send swag for your group (as available)
- Add your hike to our map

You don’t need to be a pro. Just someone who cares.

Let's turn this into something big. Let's hike with Jasmin —  
everywhere.

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