



Football Teams Are Playing Against Their Biggest Challenge This September

Coaches and players are joining Curing Kids Cancer to create pediatric cancer awareness during Childhood Cancer Awareness Month

When football teams hit their fields this September, their coaches and players will be raising awareness for Curing Kids Cancer by highlighting that September is National Childhood Cancer Awareness Month.

Cancer is the leading cause of disease-related death for children. It kills more children than AIDS, Asthma, Cystic Fibrosis, Diabetes and Muscular Dystrophy combined!

About Curing Kids Cancer

Grainne and Clay Owen created curing Kids Cancer after losing their son Killian to leukemia in 2003 at age nine. He had bravely battled the disease since he was five years old. When he was very sick there was a drug in the lab that might have saved him but the doctors told the family that they didn't have enough funding to get that drug into treatment. After they lost Killian, Grainne decided to raise money for treatments like this for other children because she could not stand the thought of other families losing their children when treatments existed but the children could not receive them just because of a need for funding. Curing Kids Cancer is a registered charity that raises money and awareness to fund innovative research that provides cutting edge treatments to children with cancer. The charity has raised more than \$7 million for pediatric cancer research since being founded in 2005. More information is available at curingkidscancer.org

Working with Atlanta-based nonprofit Curing Kids Cancer, football players will kick off the charity's annual awareness campaign. Players will wear gold ribbon Curing Kids Cancer stickers on their helmets while coaches wear gold whistles and Curing Kids Cancer lanyards. Gold is the official color for childhood cancer awareness. Players and coaches will both wear Curing Kids Cancer glow-in-the-dark wristbands.

You can support your teams by wearing the same stickers, wristbands and whistles, which can be purchased at the games or by going to curingkidscancer.org/blowthewhistle.

This initiative has been adopted by the SEC and building on the success of the two previous campaigns, the number of SEC teams participating this year has increased for the third year in a row. Taking on pediatric cancer as well as their opponents are:

September 12 - at **University of South Carolina** vs. Kentucky
September 12 - **Louisiana State University** at Mississippi State
September 19 - at **University of Georgia** vs. **University of South Carolina**
September 19 - at **Vanderbilt** vs. Austin Peay
September 19 - at **Alabama** vs. Ole Miss
September 19 - at **Mississippi State** vs. Northwestern State
September 19 – at **University of Tennessee** vs. Western Carolina
September 26 - at **Texas A&M** vs. Arkansas

"As Chairman of Coaches Curing Kids Cancer, I'm very happy to see so many of these college football coaches and players stepping up to raise awareness about childhood cancer," said college football commentator **Lee Corso**. "It's fantastic that so many teams are supporting this great cause. We all want to tackle kids' cancer and kick it into the end zone so it becomes a thing of the past."

"These teams and coaches are under a tremendous amount of pressure to perform at the highest levels as they kick-off the season," said 'Mr. College Football' and college football commentator **Tony Barnhart**. "What a wonderful testament to their desire to help eradicate these horrible diseases that they would not only join the cause, but do it in ever increasing numbers. It's another example of how the college football community can be a force for good."

"This is a great opportunity for Curing Kids Cancer to partner with football players, coaches and fans to help children with cancer," said Grainne Owen, founder and executive director of Curing Kids Cancer. "We hope the teams' efforts to raise awareness of the desperate need for funding for childhood cancer will motivate their fans to support them! Schools can support their teams by buying the same stickers, wristbands and whistles their teams are wearing at their schools or on our website or simply make a donation."

In 2014, Curing Kids Cancer provided over \$1 million in funding for cutting-edge research projects which may eventually make traditional chemotherapy obsolete. Over the past ten years, the organization has raised more than \$7 million for pediatric cancer research.

Money raised during this campaign is targeted for Children's Healthcare of Atlanta.

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