



PRESS RELEASE

www.ChildCancer.org

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National Ad Council Launches Childhood Cancer Public Awareness Campaign

(Roseville, CA) – Bringing Childhood Cancer Awareness to the forefront of public attention, the National Ad Council is launching a series of PSAs for local communities throughout the country. The Ad Council has partnered with CureSearch (National Childhood Cancer Foundation) at the National level, and the Keaton Raphael Memorial as the local advocate for this campaign. In this campaign to help promote public awareness for childhood cancer, the Keaton Raphael Memorial is encouraging the local media to run these PSAs, which they recently received.

Approximately one hundred-twenty children in the Greater Sacramento Area are diagnosed with some form of cancer each year. Every school day two classrooms full of children will be diagnosed with cancer in the United States.

Despite the progress in treatment, childhood cancer remains the #1 disease related killer of children. It is not only a local, but a national dilemma. KRM has been working with the National Childhood Cancer Foundation – CureSearch, for the past six years, advocating on behalf of our children fighting cancer at a national level. The Keaton Raphael Memorial, in cooperation with CureSearch and the National Ad Council is kicking off a three year, national campaign to raise awareness of the approximately 10 million people in the childhood cancer community who are touched by cancer each day, including families, patients, friends, and health care providers. Nationally, CureSearch also has created an innovative website, CureSearch.org, the only comprehensive on-line resource for families, patients, friends and healthcare providers touched by cancer.

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Everyone can join in the "Fight" for our children and our future by contributing locally to community programs and research through The Keaton Raphael Memorial (www.ChildCancer.org) or nationally to the CureSearch Foundation (www.CureSearch.org).

Until we reach the day when we can guarantee every child a cure, The Keaton Raphael Memorial will continue to assist local families in their battle.

About The Keaton Raphael Memorial

The Keaton Raphael Memorial (KRM) is a local childhood cancer nonprofit, and a team leader for CureSearch, serving local communities in Northern California, through; direct financial assistance, local research, patient service projects, advocacy, and education.

KRM was founded in 1998, by Robyn & Kyle Raphael, in memory of their 5 year-old son Keaton, who lost his courageous battle with Neuroblastoma (cancer of the nervous system). Through the Raphael's personal tragedy they recognized that childhood cancer is a "family diagnosis."

KRM focuses on assisting local childhood cancer patients and their families through several avenues. Direct financial services are provided through the Family Grant Program, as well as collaboration with medical professionals on projects and programs that directly assist patients and families including the Regional Childhood Cancer Center at UC Davis Medical Center. In addition, KRM leads the establishment of a Pediatric Cancer Endowment at UC Davis. The KRM "Chipping Away at Childhood Cancer" Annual Golf Tournament and local St. Baldrick's Head-shaving Events not only create awareness of childhood cancer, but also fund local pediatric cancer programs, as well as local and national cancer research.

Stunned by the saddening facts about childhood cancer, The Keaton Raphael Memorial continues to focus on local projects which assist patients and families and remain an active leader in the National Advocacy efforts to increase awareness and research funds.

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Childhood Cancer Facts

Despite some advances, childhood cancer still remains the #1 disease related killer of children!

- Cancer kills more children each year, than juvenile diabetes, cystic fibrosis, congenital anomalies, pediatric AIDS and asthma COMBINED! Shockingly, Childhood cancer receives the least amount of research funding.
- The incidence of childhood cancer has increased every year for 25 years.
- The average age of diagnosis for a child with cancer is 6 years old. The potential years of life saved for each child is approximately 66 years.
- Childhood cancer is different from adult cancers.
- Each year, approximately 120 children in the greater Sacramento area are diagnosed with some form of childhood cancer. (The average length of treatment can be 2 or more years.)

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