



FOR IMMEDIATE RELEASE

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(Page 1 of 1)

Local Childhood Cancer Charity Donates \$92,000 to UC Davis Medical Center

(ROSEVILLE, CA) – Caring for infants, children, adolescents and young adults diagnosed with cancer is about to change at UC Davis Medical Center, thanks in part to a recent \$92,000 donation from The Keaton Raphael Memorial (KRM).

KRM's recent donation, in partnership with the St. Baldrick's Foundation, will help develop two new UC Davis research programs designed to find new ways to identify cancer cells and to discover natural substances to target leukemia cells.

"Through these projects, we hope to discover new ways to identify cancer cells by using Raman spectroscopy or a beam of radiation to look at various properties of cancer vs. normal cells," mentions Dr. Ted Zwerdling, associate professor and acting chief of pediatric hematology and oncology at UC Davis Children's Hospital and UC Davis Cancer Center in Sacramento. "Further, we will be attempting to determine if there are new natural substances we can discover to target leukemia cells. This is a strong possibility since most of the drugs we use were originally found in plants or animals."

"The Keaton Raphael Memorial is working closely with families, the community, and health care providers to turn fear, despair and tragedy into hope, empowerment, and future," says Robyn Raphael, founder and executive director of KRM.

In March 2006, nearly 1000 of Sacramento-area residents participated in the annual St. Baldrick's Celebrations and raised the \$92,000 to donate to UC Davis Medical Center by obtaining pledges to shave their heads in solidarity for children battling cancer.

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About The Keaton Raphael Memorial

Robyn Raphael started The Keaton Raphael Memorial in 1998 as a tribute to her 5-year-old son who lost his battle with neuroblastoma, a rare form of cancer. Since then, the organization has grown into an invaluable resource for the Northern California and Northern Nevada communities. In addition to raising more than \$1 million to date for pediatric cancer research and patient care programs – including a Family Grant Program and a new children's playroom at the UC Davis Cancer Center – Robyn is also committed to raising awareness in the community on the importance of supporting families battling this disease and learning ways to help in the fight. For more information visit: www.ChildCancer.org.

About St. Baldrick's Foundation

St. Baldrick's is a whimsical twist on St. Patrick's Day – when brave volunteers agree to shave their heads bald to raise funds for childhood cancer research. St. Baldrick's began with three people who wanted to make a difference, and chose to help children with cancer. KRM hosts the 3rd largest St. Baldrick's celebration in the nation. For local celebration information visit: www.ChildCancer.org/stbaldricks.

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