



Media Alert

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GO4THEGOAL PEDIATRIC CANCER FOUNDATION PARTNERS WITH SHIRA FRIMER, AUTHOR OF NISTAR, TO INTRODUCE A NEW HERO FOR KIDS WITH CANCER

AUGUST 19, 2013- Cherry Hill, NJ: Go4theGoal Foundation is proud to partner with Shira Frimer, the author of the upcoming graphic novel, *Nistar*, to raise awareness and support for pediatric cancer and to introduce a new hero for children battling the disease. Go4theGoal team members and Frimer will be visiting hospitals along the East coast in September, in honor of Pediatric Cancer Awareness Month. After listening to a reading of *Nistar*, patients and families will enjoy refreshments provided by Go4theGoal while Frimer, an art therapist as well as writer, will engage the children in an art project.

“I created JJ Barak, the hero of *Nistar*, as a character who children with illness can relate to and identify with, not only because he is warm and charismatic, but because he himself is a survivor of childhood cancer. *Nistar* is a fantasy adventure that encourages children to use their imaginations and creativity to cope with, as well as escape their difficult circumstances when they need to,” said Frimer of *Nistar* and the hero she created.

Due to the support Frimer received in order to publish *Nistar*, she promised to donate 5,000 copies of her novel to children with cancer. Go4theGoal is honored to distribute these copies to patients in hospitals across the country.

ABOUT GO4THEGOAL FOUNDATION

Go4theGoal Foundation is a 501 (c) 3 non-profit charitable organization founded in 2006 by Dr. Richard and Beth Stefanacci, soon after their oldest child was diagnosed with Ewing's Sarcoma, a

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rare form of bone cancer. 2012 was a very exciting year at Go4theGoal Foundation, whose two national campaigns, National Dress 4 Pediatric Cancer Day® and Lace Up 4 Pediatric Cancer®, gave hundreds of schools, businesses and sports teams an opportunity to raise awareness and much needed support for patients in their communities and earned Go4theGoal the honor of “Top Rated Non-Profit of 2012” by Great Nonprofits. Go4theGoal provides children undergoing cancer treatment and their families with financial assistance, runs fun hospital-based programs, grants special wishes and supplies state-of-the-art electronic products to children and pediatric oncology units in over 60 hospitals across the country. Since 2007, G4G has funded nearly \$1,000,000.00 in innovative pediatric cancer research. Go4theGoal.org

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