



*Helping Children Affected by Cancer
Achieve Their Goals*

Media Alert

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GO4THEGOAL LAUNCHES KART 4 KIDS PROGRAM IN HOSPITALS ACROSS THE COUNTRY

AUGUST 22, 2013- Cherry Hill, NJ: Go4theGoal is thrilled to introduce their new Kart 4 Kids program in hospitals across the country. The Kart will be stocked with snacks, toys, gift cards, and activities. Patients and their families will be able to take items off the Kart in an effort to bring smiles and distractions during hospital stays. For the past year, the Kart was test-marketed at The Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center.

"The Kart 4 Kids program at HUMC has been an extraordinary gift for our families," praised Lynn Hoffman, Executive Director of Tomorrow Children's Fund at HUMC, "The smiles and excitement on the faces of the children as the Kart is wheeled into their rooms is breathtaking. The Kart brings such joy and happiness to these children who sometimes have very little to smile about during their long hospital stays. It is also a wonderful treat for their siblings who spend a lot of time at the hospital and many times feel forgotten."

This September, in honor of Pediatric Cancer Awareness Month, Go4theGoal will not only re-launch the Kart at Hackensack, but will also launch another 8-12 Karts at hospitals nationwide, including Kapi'olani Medical Center for Women and Children in Honolulu, HI. G4G hopes to launch another 40 Karts by the end of 2014. "We have partnered with many companies of all sizes who have eagerly donated to this exciting new hospital program. Not only has there been an outpouring of product donations, but businesses also want to get involved on a personal level and volunteer their time to help bring the Kart around to patients," said Emma Stith, G4G team member and Kart4Kids liaison.

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 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

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Go4theGoal Foundation is a 501 (c) 3 charitable organization

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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