



Media Alert

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GO4THEGOAL FOUNDATION'S LACE UP 4 PEDIATRIC CANCER® CAMPAIGN RAISES AWARENESS AND SUPPORT FOR PATIENTS ACROSS THE COUNTRY

SEPTEMBER 5, 2013- Cherry Hill, NJ: Now in its third season, Go4theGoal's Lace Up 4 Pediatric Cancer® campaign has spread awareness for children with cancer across the United States. Teams, as well as entire communities, have bought and sold Go4theGoal's gold shoelaces in order to rally behind children battling cancer.

"It feels pretty good to know that people care about the cause and that they want to make a difference," said a young cancer survivor, whose entire town bought laces to support him when he was newly diagnosed. Many fall teams, of all levels including collegiate and professional, have already committed to Lacing Up for Pediatric Cancer Awareness Month, including Rowan University, University of Southern Illinois, University of Rochester, Cornell, Georgetown, and The Philadelphia Union.

"We are grateful to the coaches and athletic directors that have recognized the importance of this cause," said Beth Stefanacci, Executive Director of Go4theGoal, "It is largely thanks to them that we are able to spread awareness through this exciting campaign and get people involved in directly supporting patients within their own communities as well as giving their players the chance to make a difference."

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 70 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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