



*Helping Children Affected by Cancer
Achieve Their Goals*

Media Alert

Contact: Carina Trenka
Communications and PR
Tel: (856) 701-3877
Email: g4g@go4thegoal.org

GO4THEGOAL PEDIATRIC CANCER FOUNDATION ANNOUNCES PARTNERSHIP WITH PEPPERIDGE FARM® GOLDFISH® BRAND BRINGING SMILES TO KIDS WHEN THEY NEED THEM MOST

OCTOBER 3, 2013- Cherry Hill, NJ: *Pepperidge Farm® Goldfish®* crackers have brought millions of smiles to children for years. Now, they will be joining the Go4theGoal Foundation to bring those smiles to children being treated for cancer across the United States. *Pepperidge Farm Goldfish* crackers will be featured on Go4theGoal's new Kart 4 Kids program, launching in a dozen hospitals this fall, as well as being featured in other hospital programs and Go4theGoal events.

"We commend Go4theGoal's commitment to pediatric cancer support and research and are happy to be able to partner with them," said Jared Konstanty, Senior Vice President, General Manager Snacks at Pepperidge Farm. "We hope we can bring some smiles to those children when they need it most."

In addition to their generous product donation, the Goldfish brand has also made a monetary donation to Go4theGoal. These funds will be used to renovate special areas of oncology units in need of revitalizing at St. Christopher's Hospital for Children in Philadelphia, PA.

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

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Go4theGoal Foundation is a 501 (c) 3 charitable organization

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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