



## Media Alert

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### THOUSANDS ACROSS THE COUNTRY JOINED GO4THEGOAL TO GO GOLD FOR PEDIATRIC CANCER AWARENESS MONTH IN SEPTEMBER

**OCTOBER 28, 2014- Cherry Hill, NJ:** To show their support for children battling cancer in their communities, thousands across the country joined Go4theGoal Foundations two national campaigns, the 4<sup>th</sup> Annual National Dress 4 Pediatric Cancer Day® and Lace Up 4 Pediatric Cancer® this past September.

On September 26<sup>th</sup>, hundreds of thousands of students as well as businesses and community organizations dressed in Gold, the color of pediatric cancer awareness, to raise awareness in their community as well as funds to help Go4theGoal provide necessary financial assistance and support to the 40,000 families that currently have a child with cancer. In addition, over 300 students from New Jersey and New York attend Go4theGoal's Go Gold rally at The Today Show on Thursday, September 25<sup>th</sup>. Kevin Schatz, a high school senior and recent survivor of Rhabdomyosarcoma, traveled all the way from Florida with his grandfather and brother to be in New York on that day to join his fellow advocates.

Other cancer survivors got involved with their sports teams and community in Go4theGoal's Lace Up 4 Pediatric Cancer®, especially knowing that the funds they raise on behalf of Go4theGoal would stay and help others in their communities that were still battling. "I am the parent of a young survivor, and was moved to help when I found out my son's hospital would benefit," said one parent, "He is now a healthy soccer player, so this was a perfect way to give back."

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Go4theGoal Foundation is a 501 (c) 3 charitable organization

“Go4theGoal’s national campaigns were built on the goal of having kids helping kids and giving back to their communities,” said Beth Stefanacci, Founding Director of Go4theGoal. “To have so many children that have fought and survived such a devastating disease, and now want to join our initiatives and give back to other children that are still battling their cancers, is an inspiration to us at Go4theGoal and to their communities.”

#### 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 and 2013 were very exciting years 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, 2013, & 2014” 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 80 hospitals across the country. Since 2007, G4G has funded nearly \$1,000,000.00 in innovative pediatric cancer research. [Go4theGoal.org](http://Go4theGoal.org)

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