



Media Alert

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GO4THEGOAL PEDIATRIC CANCER FOUNDATION AWARDS \$100,000 RESEARCH GRANT TO DR. SCOTT DIEDE AT SEATTLE CHILDREN'S RESEARCH INSTITUTE

AUGUST 21, 2013- Cherry Hill, NJ: Go4theGoal is proud to support the research of Dr. Scott Diede at Seattle Children's Research Institute in his study, "The Role of Aberrant DNA Methylation in Pediatric Rhabdomyosarcoma." With this grant, Go4theGoal has given nearly \$1,000,000 towards research across the country since its inception in 2007.

Childhood rhabdomyosarcoma, a soft tissue malignant tumor, affects 4.5 out of one million children in the U.S., and 50 percent of those cases occur in the first decade of life, according to the National Cancer Institute.

"We are proud to support Dr. Diede's research on exploring the epigenomics of rhabdomyosarcoma in his funded proposal. It will craft critical new insights into the pathogenesis of this deadly cancer in children and will hopefully lead even further to the development of critical new insights into developing new therapies," according to Dr. Andrew E. Mulberg, Chairman of Go4theGoal's Medical Advisory Board.

"Through many years of clinical trials and basic research, we now are able to cure 80 percent of all children with cancer," said Diede, whose lab is based at Fred Hutchinson Cancer Research Center. "However, there is even more research that we need to conduct to help patients we currently cannot cure, and for those who develop long-term health issues as adult survivors of childhood cancer. The goal of my research, which gets a nice boost thanks to this grant, is to better understand how pediatric Rhabdomyosarcoma occurs, so that we can identify new targets for therapy and develop biomarkers for risk-stratification to help plan treatment regimens to minimize long term side effects."

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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