



## Media Alert

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### **PHILADELPHIA REGION STARBUCKS PARTNERS WITH GO4THEGOAL FOUNDATION FOR THE 2<sup>ND</sup> YEAR TO PARTICIPATE IN HOLIDAY ADOPT A FAMILY PROGRAM FOR FAMILIES BATTLING PEDIATRIC CANCER**

**OCTOBER 17, 2014- Cherry Hill, NJ:** 119 Starbucks locations in the Philadelphia Region have partnered with Go4theGoal Foundation to fulfill the holiday wishes of families battling pediatric cancer. Due to the success of the partnership in 2013, Starbucks and Go4theGoal have adopted 35 families in the Philadelphia region at Children's Hospital of Philadelphia, St. Christopher's Hospital for Children, and Nemours/ Alfred I. duPont Hospital for Children.

Individuals in the Philadelphia Region, which include Philadelphia, Philadelphia Suburbs, Parts of Southern New Jersey, and Delaware can stop in their local Starbucks after November 14<sup>th</sup> and help fulfill a wish for a family during the holidays. Due to the numerous expenses, many parents with a child battling cancer are forced to put holiday celebrations on the back burner. This program will give these families the gift of their child's smiles and a brief, but much needed respite from their worries.

Help Go4theGoal make a difference this holiday season by getting friends, families, and co-workers involved in a Gift Card Drive. Gift cards will be used to fulfill holiday requests and to ease increased emotional and financial stress of the families during the holiday season in your community. Contact [G4G@Go4theGoal.org](mailto:G4G@Go4theGoal.org) and find out how you can get started today.

#### 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 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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