

September is Childhood Cancer Awareness Month..... Foundation Announces New National Event: The Toddle For A Cure.

During September – Childhood Cancer Awareness Month – 125 children will be diagnosed with cancer, adding to the 10,000 across the country already in treatment. Each year, we will lose 25% of these young lives and 30,000 years of potential life.

But, says David Stones, president and CEO of the Childhood Cancer Foundation Canada, “We’ve come a long way since the 1950s. At that time the cure rate for childhood cancer was just 10%. Now, that figure stands at 75% and climbing.” And with continued advances in research, the Foundation believes that the survival rate can rise to 100% within our lifetime.

One of the ways the Foundation is planning to make that a reality is through a new national fundraising event called The Toddle. It is a pint-sized walk-a-thon for kids five and under, and their families, and is being piloted at Upper Canada Mall in Newmarket, Ontario on October 1. The Foundation plans to take The Toddle across Canada next year, with families “Toddling” in every one of the 17 cities where there is a childhood cancer hospital or treatment centre.

Just last year the Foundation formed an alliance with the Council of Canadian Pediatric Hematology/Oncology Directors, representing all 17 children’s hospitals and cancer treatment centres. Through this unique partnership the Foundation directly funds nationwide childhood cancer research and clinical trials.

With the slogan, We Will Win, the Foundation continues to make a positive impact: a new web site offers support for families and ways for Canadians to help the Foundation; sales of a new wristband are raising money and awareness for childhood cancer in Canada; and now The Toddle – all helping to help find that 100% cure rate.

The Foundation is the voice of hope for better things to come.

About the Childhood Cancer Foundation Canada

Founded in 1987, the Childhood Cancer Foundation is the only national charity supporting the fight against childhood cancer in Canada. The Foundation provides support programs, funds research and advocates for children and their families who are affected by cancer. For more information about childhood cancer please visit www.childhoodcancer.ca

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