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FOR IMMEDIATE RELEASE

GO GOLD. BE THE ANSWER TO CHILDHOOD CANCER.

HOUSTON, TX – 8/17/2018 – A Shelter for Cancer Families (ASCF) and the community of Sienna Plantation have teamed up to turn the entire neighborhood gold this September in support of pediatric cancer awareness month. The neighborhood is not only home to families affected by childhood cancer but it is a popular community for doctors, nurses and other health care providers who make the short commute to the Texas Medical Center each day.

ASCF President Missy Bellinger who also resides in Sienna Plantation said, “We want Sienna to be the example for all communities. Not all cancer is pink. If we really value our children like we say we do, then childhood cancer should receive just as much attention as more common forms of cancer such as breast cancer.”

Since 1997, the gold ribbon has served as a universal symbol of childhood cancer. Like the precious metal, our children are our most treasured resource. Pediatric cancer can affect any family. In an effort to show that we value children and families affected by childhood cancers, ASCF’s “GO GOLD. Be the answer to childhood cancer” campaign, aims to put a GO GOLD sign or ribbon in the yard of every Sienna resident and in the windows of local businesses. For every donation made to ASCF’s GO GOLD campaign, ASCF will donate a sign for display at the location of the donor’s choosing throughout the month of September. Information about the campaign is available at www.cancerfamilies.org under the events tab. All net proceeds from the campaign will go toward ASCF programs serving families affected by pediatric cancer.

About A Shelter for Cancer Families (ASCF)

A Shelter for Cancer Families provides tangible support to families (not just patients affected by cancer regardless of age, cancer-type, treatment status or income. All services are provided at no charge. Housing support is based on what out-of-town families affected by cancer need when seeking cancer care in the Texas Medical Center. Navigation services (offer to both families from Houston and those from out-of-town seeking cancer care in the area) help families navigate the cancer landscape, make sense of medical jargon and explore options. ASCF values the time, dignity and privacy of each family member served and demonstrates these values in both work and program design.

For more information, contact info@cancerfamilies.org or visit www.cancerfamilies.org

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