FOR IMMEDIATE RELEASE

GO GOLD. BE THE ANSWER TO CHILDHOOD CANCER.

HOUSTON, TX – 8/8/2019 – A Shelter for Cancer Families (ASCF), Marlee’s Smile and the community of Sienna Plantation have teamed up to “GO GOLD” in September in support of childhood cancer awareness month. Sienna Plantation is not only home to numerous families affected by childhood cancer but it is also home-base to many doctors, nurses and other health care providers who make the short commute to the Texas Medical Center each day.

ASCF Chief Executive Monica Agostinelli who has resided in Sienna Plantation for 11 years as of this September said, “We want the neighborhood of Sienna to be an example to others as to what grassroots awareness efforts can achieve in terms of creating awareness for childhood cancer.” Last year, ASCF’s “GO GOLD. Be the answer to childhood cancer” campaign was a tremendous success when the neighborhood was blanketed with GO GOLD signs in the yards of most Sienna residents, schools and windows of many local businesses. “This year, we're very excited to help promote the GO GOLD effort,” said Allison Bond, Director of Marketing for Sienna. "This organization is a wonderful example of the spirit of Sienna with many of those involved being Sienna neighbors. If there is ever a need, this community steps up without hesitation."

ASCF was thrilled to partner with the newly formed nonprofit Marlee’s Smile for the 2019 effort. “For all of us at Marlee’s Smile, pediatric cancer hits really close to home,” shares Shelly Pack, Co-founder of Marlee’s Smile. “Last year our daughter (and the nonprofit’s namesake) Marlee went door to door encouraging neighbors and friends to support the ‘GO GOLD’ effort in Sienna with ASCF. Sadly, Marlee succumbed to rhabdomyosarcoma in February of this year. For our family, it is more important than ever that we create awareness of this disease and the needs of families affected by all forms of childhood 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 and Marlee’s Smile’s “GO GOLD. Be the answer to childhood cancer” campaign, aims to put a GO GOLD sign in the yard of every Sienna resident as well as in the windows of local businesses. For every donation made
to the joint GO GOLD campaign, the nonprofits will donate a sign for display at the location of the donor’s choosing throughout the month of September. In addition, the campaign encourages local schools to promote the sale of “GO GOLD” t-shirts to be worn throughout the month. There will also be incentives for those who visit the model homes in Sienna to participate in the GO GOLD efforts with opportunities to redeem “Golden Tickets” for real treats at Sienna’s Gingerbread Market scheduled in October. Information about the entire campaign is available at www.cancerfamilies.org/go-gold-be-the-answer-to-childhood-cancer. All net proceeds from the efforts will go toward programs serving families affected by pediatric cancer provided by both organizations.

About A Shelter for Cancer Families (ASCF)
A Shelter for Cancer Families provides tangible support to families affected by cancer regardless of age, cancer-type, treatment status or income. 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 (offered to families from Houston as well as 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.

About Marlee’s Smile
Marlee’s Smile is dedicated to continuing the legacy of twelve-year old Marlee Pack who fought against rhabdomyosarcoma for four years before finding her healing on the other side of heaven in February 2019. Marlee’s Smile provides teddy bears to children with cancer and their siblings. Changing the world for kids with cancer, one smile at a time.

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

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