Sienna Goes Gold During Childhood Cancer Awareness Month

Following a tradition of charitable giving, Sienna has launched the Go Gold Home Tour this month, with proceeds benefiting A Shelter for Cancer Families (ASCF) and Marlee’s Smile in honor of Childhood Cancer Awareness Month.

During the tour, supporters can pick up free Go Gold yard signs at any of 30 models in Sienna’s Heritage Park model home park (while supplies last). Yard signs also can be purchased for a minimum $10 donation.

People can also nominate homes within Sienna to be “gold rushed” for a minimum $20 donation. Volunteers with ASCF will place 15 yellow ribbons in the yard of the person nominated, who will then have the opportunity to suggest another Sienna yard to be decorated. Those interested are encouraged to look early as there are limited availability.

“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,” said ASCF Chief Executive Monica Ageritelli, an 11-year Sienna resident.

As part of the campaign, Sienna will donate $25 for each self-portrait in a Heritage Park model home and posted with hashtags #GoGold and #SiennaGoesBack to the community’s Facebook page, https://www.facebook.com/siennatx, during September. There will be a bonus $5 added for each person in the photo wearing a Go Gold T-shirt, available via www.siennatx.com. Up to $5,000 will be donated through the social media postings.

“Spreading awareness is a goal of the campaign and what better way to do that than on social media,” said Allison Bond, Sienna Marketing Director. “During its 20-plus years, Sienna has been a good steward of the community, lending support to countless charitable endeavors. We are committed to helping make Fort Bend County and beyond a better place.”

This isn’t the first time Sienna has supported ASCF. Last year, the community donated $5,200 from its November Sip & Shop event.

Both ASCF and Marlee’s Smile were founded by Sienna residents. Monty Amsel and Cheryl Amsel founded ASCF in honor of her husband Tom Amsel, who passed away at age 30 from sarcoma. The non-profit provides tangible support to families affected by cancer, including housing, navigation services and more. Details can be found at www.cancerfamilies.org.

Marlee’s Smile was the wish of 12-year-old Marlee Pack, who battled nephroblastoma for four years before succumbing to the cancer in February. During her own fight, Marlee organized efforts to give oncology patients Build-A-Bear stuffed animals to brighten their day. The charity continues to provide teddy bears to children with cancer and their siblings. Marlee was also instrumental during last year’s Go Gold campaign, going door-to-door in Sienna asking neighbors to participate. Learn more about the organization at www.marleesmile.org.

Sienna is located along Highway 9 near the Fort Bend Parkway in Missouri City. Sixteen builders have opened 25 models in the community, with homes priced from the $250,000s to more than $1 million. Learn more at www.siennatx.com. Details on Sienna’s Go Gold home tour can be found at https://www.siennatx.com/gold.

IS JOINT PAIN SLOWING YOU DOWN?

JOIN US FOR AN INFORMATIONAL SEMINAR
Tuesday, Sept. 17 | 6 p.m.

Dr. Michael D. Kent and Dr. Thomas B. Rivers will discuss and answer your questions on:

- Causes of joint pain such as arthritis, bursitis and tendinitis
- Types of arthritis
- Treatment options

REGISTRATION REQUIRED
Register online at events.houstonmethodist.org/jointpain-at or call 581.274.7500.

HOUSTON
Methodist
SUGAR LAND HOSPITAL

16655 Southwest Fwy,
Brazos Pavilion Conference Center
Sugar Land, TX 77479