



HAWAII CHILDREN'S CANCER FOUNDATION

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September is Childhood Cancer Awareness Month ***"Exposures" Poster Exhibit to anchor Hawaii Festivities***

For Immediate Release

Honolulu-(August, 30 2010) In observation of September being Childhood Cancer Awareness Month, a handful of events, educational workshops and promotions will take place as a means to educate the community and raise funds for Hawaii's children with cancer.

It's a fact: In Hawaii 50-60 keiki are newly diagnosed with cancer, or relapse, each year. At any given time, approximately 200 children are undergoing treatment, with the average time-span of 12 months to three years. About 80 percent of children survive childhood cancer; 20 percent do not. Cancer is the leading cause of death by disease in children ages 0-14.

Money raised at the events listed below benefit Hawaii Children's Cancer Foundation (HCCF) – the only organization in the State of Hawaii dedicated exclusively to aiding and supporting Hawaii's children battling cancer and their families.

For more information on the September events and HCCF, please visit www.hccf.org.

Childhood Cancer Awareness Month Events & Promotions

HCCF Benefit Tennis Tournament

Date: Monday, September 6 from 8 a.m. to 1 p.m.

Location: Moanalua High School tennis courts

Details: Fun, food and prizes! For more info, contact Kyle Kaneshiro at: k2tens@hawaiiintel.net

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“Exposures” Poster Exhibit

The exhibit features portraits of some of Hawaii’s children who are currently battling cancer, those who have survived it, and those who have lost their battle, and live on in our hearts. Photographer James Anshutz’s beautiful photographs embody the courage and strength and determination of these families.

Date: Friday, September 3 from 5:30 p.m. to 9:30 p.m. First Friday in Chinatown
Location: Mendonca Building, 1109 Maunakea Street

Date: September 3 to September 19
Location: Exhibit will be on display at Kahala Mall
Date: Saturday, September 4 from 10:00 a.m. to 2:00 p.m. at center stage Kahala Mall
Details: Volunteers will be on hand to answer questions and provide educational materials.

Big City Diner Canister Campaign

Date: Month of September
Location: All five Big City Diner restaurants (Aiea, Kailua, Kaimuki, Ward, and Waipio)
Details: Canisters will be placed in all the restaurants all month, collecting loose change to support Hawaii’s childhood cancer patients and their families.

Educational Workshop

Smita Bhatia, M.D., M.P.H. from City of Hope Comprehensive Cancer Center, Los Angeles will be the key note speaker addressing the needs of long-term cancer survivors with her presentation – *“Lessons Learned and Future Direction”*.

In addition Dr. Bruce Shiramizu, Pediatric oncologist and Professor at John A. Burns School of Medicine, and Dr. Andre Bachman, Associate Professor at Cancer Research Center of Hawaii and Professor at John A. Burns School of Medicine, will each give an update on the clinical trials they are currently conducting.

This workshop is open to the public, reservations are required. For more details call 528-5161.

Date: Wednesday, September 8 from 5:00 p.m. to 8:30 p.m.
Location: Kapiolani Medical Center for Women and Children

About Hawaii Children’s Cancer Foundation

Hawaii Children’s Cancer Foundation (HCCF) is the only organization in the State of Hawaii dedicated exclusively to providing services to children with cancer and their families. The foundation provides a wide range of services and programs to families, including financial assistance, social events, education and advocacy. All services and programs that HCCF provides are entirely free to the families in need.

The Foundation was formed in 1991 by a group of parents and medical providers after a statewide needs assessment showed that there were many childhood cancer needs not being met by any existing entity. HCCF was granted IRS 501(c)(3) non-profit status in 1993. All funds donated to HCCF remain in Hawaii, with 95 cents of every dollar received put towards providing direct services for the children with cancer and their families.

For more information, visit www.hccf.org.

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