



Thank you for hosting a Gold Out game for CURE Childhood Cancer. Many people in attendance will not know that **September is National Childhood Cancer Awareness Month** or why that is important to you. During the game, the announcer can share why you are joining the fight. We've included some important facts and statistics below to provide to the announcer. But remember, your reason for joining the fight will be the most compelling fact of all.

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- CURE Childhood Cancer is the largest childhood cancer non-profit in the state of Georgia and the Southeast.
- 1 in 285 children will be diagnosed with cancer.
- 47 children per day or 17,293 children per year are diagnosed with cancer.
- Cancer is the leading cause of death by disease in children.
- Since 1980 only six drugs have been approved by the FDA specifically to fight childhood cancer while hundreds of drugs have been approved to treat cancers in adults during the same time period.
- Childhood cancer receives less than 4% of federal funding from the National Cancer Institute.
- CURE Childhood Cancer was established in Atlanta, GA in 1975.
- CURE Childhood Cancer funds research into the development of targeted therapies that have potential to be at the bedside within 2-3 years.
- CURE Childhood Cancer also supplies emergency financial assistance for families devastated by a childhood cancer diagnosis, and provides innovative programs that address the critical and urgent needs of patients and their families.
- CURE Childhood Cancer has maintained Charity Navigator's highest four-star rating for 14 consecutive years.