Update: American Cancer Society Partners with Curing Kids Cancer to Raise Funds for Pediatric Cancer

ATLANTA, Sept. 16, 2016 /PRNewswire-USNewswire/ -- The American Cancer Society today announced the launch of a new initiative, "A House United to Tackle Pediatric Cancer™" in collaboration with Atlanta-based charity Curing Kids Cancer. The program targets college football fans this season through 12 of IMG's partner universities to raise awareness and funds for childhood cancer. "A House United to Tackle Pediatric Cancer" will bring together college football coaches and ambassadors from across the country to ask fans to help raise funds for pediatric cancer programs and research.

Pediatric cancer is the second leading cause of death among children ages 1-14 in the United States. The American Cancer Society estimates that in 2016, there will be 10,380 new cancer cases diagnosed among children in the United States.

"As the Society continues to work with the sports industry to fund cancer research and create world class cancer prevention initiatives, we are proud to expand our sports strategy to mobilize a new audience within college football to help save lives from childhood cancer," said Sharon Byers, Chief Development Officer, American Cancer Society.

Through this collaboration, the American Cancer Society and Curing Kids Cancer will jointly determine allocation of all proceeds from the initiative to support research and programs for pediatric cancer.

"By supporting this campaign, college football teams and coaches are ultimately helping Curing Kids Cancer and the American Cancer Society fund the development of life saving treatments for childhood cancers," said Grainne Owen, founder of Curing Kids Cancer. "As a mother who lost her child to cancer, seeing these partnerships become a reality and knowing what they can help us achieve, means more than anyone can possibly imagine!"

The 12 universities currently participating are:
Duke University https://www.crowdrise.com/ahouseunited-duke
Florida State University https://www.crowdrise.com/ahouseunited-fsu
Georgia Tech https://www.crowdrise.com/ahouseunited-GT
Syracuse University https://www.crowdrise.com/ahouseunited-cuse
University of California, Los Angeles https://www.crowdrise.com/ahouseunited-ucla
University of Houston https://www.crowdrise.com/ahouseunited-hou
University of Mississippi https://www.crowdrise.com/ahouseunited-olemiss
University of Pittsburgh https://www.crowdrise.com/ahouseunited-pitt
University of South Carolina https://www.crowdrise.com/ahouseunited-SC
University of Washington https://www.crowdrise.com/ahouseunited-wash
Vanderbilt University https://www.crowdrise.com/ahouseunited-vandy
Virginia Tech https://www.crowdrise.com/ahouseunited-VT

College football fans can donate or fundraise directly to their school's campaign and spread the word through their networks to help raise awareness and funds. Corporations, companies, schools, and community groups can also join this initiative to work together for a single purpose of defeating pediatric cancer.

"This partnership with the American Cancer Society will create an incredible platform for A House United to Tackle Pediatric Cancer to bring a very important message to the passionate collegiate sports audience," said Andrew Judelson, Executive Vice President, Sales and Marketing, IMG College. "These 12 universities are making an impact well beyond the playing field, and they are leading the way for the support of pediatric cancer research and programs."

For more information, visit https://www.crowdrise.com/AHouseUnited.

About the American Cancer Society
The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 23 percent decline in

cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit cancer.org.

About Curing Kids Cancer
Grainne and Clay Owen founded Curing Kids Cancer, a 501(c) devoted to funding cutting edge pediatric cancer therapies, after they lost their son, Killian, to leukemia in 2003 when he was nine years old. Since it was founded in 2005, Curing Kids Cancer has raised more than $8 million to fund life saving childhood cancer research and treatments. To learn more, please visit www.curingkidscancer.org.

About IMG
IMG is a global leader in sports, events, media and fashion, operating in more than 30 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, a leading global entertainment agency.

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SOURCE American Cancer Society