

American Cancer Society and Shoe Carnival Join Forces in the Fight Against Pediatric Cancer with Princess Lacey's Laces Campaign

Local basketball coaches unite during Suits and Sneakers Week in memory of 8-year-old basketball fan Lacey Holsworth

Atlanta, GA – January 22, 2016 – The American Cancer Society is teaming up with Shoe Carnival and Princess Lacey's Legacy to fight cancer during the annual Coaches vs. Cancer Suits and Sneakers™ Awareness Week, January 25-31, and throughout the 2016 college basketball season, with specially designed gold Princess Lacey's Laces, to symbolize the fight against pediatric cancer. Funds raised from this campaign will help make an impact in the fight against pediatric cancer.

During Coaches vs. Cancer Suits and Sneakers Awareness Week, more than 4,000 basketball coaches across the country will lace up their sneakers with their suits during games to raise awareness of the fight against cancer and demonstrate their support for the American Cancer Society.

"We are excited to announce our partnership with Shoe Carnival and Princess Lacey's Legacy which provides an opportunity to raise awareness and funds for the fight against pediatric cancer," said Pete Tarnapoll, vice president, cause marketing & partnerships, American Cancer Society.

In addition, schools and leagues can form teams to create special Princess Lacey's Laces nights, and ask local coaches, players and kids fighting the disease to be the face of their program.

"Families are the core of Shoe Carnival's business, and childhood cancer touches so many of those families lives," said Todd Beurman, senior vice president of marketing, Shoe Carnival. "We are thrilled to participate in Princess Lacey's Laces and help in the search for a cure."

This campaign honors the memory of eight-year-old basketball fan Lacey Holsworth, who lost her battle to cancer in 2014. As Michigan State University's number one fan, Lacey and her special relationship with player Adreian Payne drew media attention during the 2013-2014 NCAA basketball season.

"Many individuals have had their hearts touched by Lacey's life and have seen firsthand how a smile can inspire, encourage, and bring healing," said Matt Holsworth, Princess Lacey's Legacy. "This campaign carries Lacey's wish to bring joy back into the lives of these precious children and put an end to this heartbreaking disease. No child should feel the fear of cancer ever again. In honor of Lacey's memory, please join us in lacing up to make her greatest wish a reality."

Coaches vs. Cancer will receive 85-percent of the proceeds from this campaign and Princess Lacey's Legacy will receive 15-percent to help fight pediatric cancer.

Princess Lacey's Laces will be available, starting January 25, in all Shoe Carnival store locations, and online at www.shoecarnival.com/lacey, while supplies last.

For more information and to join coaches in the fight against cancer, visit coachesvscancer.org/suitsandsneakers.
