



**For immediate release**  
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## **Gold Ribbons for International Childhood Cancer Day** **Monday 15 February, 2010**

On Monday 15th February, leading NSW children's cancer charity, **Cure Our Kids** will mark **International Childhood Cancer Day** by selling gold ribbons (gold being the symbolic colour of childhood cancer) throughout Sydney CBD, Parramatta CBD and Sydney's major train stations.

On this day each year, members of the **International Confederation of Childhood Cancer Parent Organisations** (ICCCPO) from countries around the world join together in organising activities to mark **International Childhood Cancer Day**. The aim is to help children around the world with cancer get the best possible treatment and care, by raising both awareness and money.

Founded in 2001, **Cure Our Kids** is a non-profit charity dedicated to the cancer unit at The Children's Hospital at Westmead. Its mission is to improve the quality of life for children with cancer and the families who love them. Several hundred families across NSW are currently battling the huge challenges that childhood cancer presents. More than 150 children annually are diagnosed with cancer at The Children's Hospital at Westmead alone with some 40 percent coming from regional NSW.

Dr Luce Dalla Pozza, Head of the Oncology Unit at The Children's Hospital at Westmead, says, "although survival rates for children with cancer have significantly improved from 20 percent in the 70's to almost 80 percent today, there is still an enormous amount of work to be done in improving quality of life for children in treatment. A diagnosis of cancer is devastating for the whole family. Charities like **Cure Our Kids** are absolutely vital in that they provide young patients and their families with much-needed emotional support, and empower families to cope with the many challenges that childhood cancer presents."

**Cure Our Kids'** vision is to be the leading charity providing practical support to children and families in NSW confronted with childhood cancer. Medical advances promise us a future where childhood cancer will be nothing more than a painful memory, but until that dream is realised **Cure Our Kids** will remain a steadfast support for children and families facing the challenge.

**What:** **International Childhood Cancer Day**

**When:** Monday 15 February, 2010

**Who:** Cure Our Kids volunteers will be selling gold ribbons for \$2 each with all money going to support children with cancer and the families who love them

**Where:** Sydney CBD, Parramatta CBD and major Sydney railway stations

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