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CONTACT
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FOR IMMEDIATE RELEASE
DATE

Local Optimist Club to Raise Awareness of Childhood Cancer in June

CITY, STATE/PROVINCE – June is Optimist International Childhood Cancer Awareness Month, and the Optimist Club of **CLUB NAME** will help raise awareness about the disease by **CCC ACTIVITY**.

The Optimist Club plans to **EXPLAIN PROJECT**. The event will take place **DATE** at **PLACE**.

“Cancer is the number one disease taking children’s lives today, and the effects the disease has on children and their families can be devastating,” Club President **PRESIDENT NAME** said.

“With this program, we hope to raise awareness of the disease, what these young patients go through and how the greater community can help. And we hope to give these children the chance to truly experience life.”

Cancer is the number one disease killing children today, taking more lives than asthma, diabetes, cystic fibrosis and AIDS combined. Each year about 10,000 kids are diagnosed with cancer in North America alone, 3,000 of whom will die as a result. Optimist International established the



Childhood Cancer Campaign (CCC) in the hopes of bringing greater service to affected families, helping to fund research and supporting projects at the local community level.

Through the CCC, Optimist International has pledged to take on the fight against cancer on an international scale, at the research level and within individual communities. June has been declared Optimist International Childhood Cancer Awareness Month to bring attention to a disease that is often overlooked in its magnitude as well as in the funding allocated for medical research.

The Optimist Club of **CLUB NAME** has been supporting young cancer patients and their families in the community for **NUMBER** years through the Optimist International Childhood Cancer Campaign, and the club has been active in the community since **CHARTER YEAR**. Other programs and service projects that the Club is involved in include **CLUB PROJECTS**.

Optimist International is one of the world's largest service club organizations with 100,000 adult and youth members in 3,400 clubs in the United States, Canada, the Caribbean and Mexico and throughout the world. The organization's Childhood Cancer Campaign became one of its main focuses in 2001, and in 2004, Optimist International partnered with Johns Hopkins University to move forward research for the disease. Carrying the motto "Bringing Out the Best in Kids," Optimists conduct positive service projects that reach more than six million young people each year. To learn more about Optimist International, please call (314) 371-6000 or visit the organization's website at www.optimist.org.

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