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ASK Childhood Cancer Foundation Launches GlowGold Campaign to Light Up Virginia for Childhood Cancer Awareness Month

Roanoke, VA – September 1, 2024 – ASK Childhood Cancer Foundation is thrilled to announce the launch of its annual GlowGold campaign, a community-wide initiative to raise awareness and support for children with cancer and their families in Virginia. Throughout September, Childhood Cancer Awareness Month, the Foundation encourages buildings, homes, and landmarks across the state to illuminate in gold to represent the 359 children diagnosed with cancer each year.

The GlowGold campaign serves as a powerful symbol of solidarity and hope for families affected by childhood cancer. By lighting up their communities in gold, participants show their support and help to bring attention to the resources needed by families impacted by pediatric cancer from the moment of diagnosis and beyond.

"No parent or family is ever prepared to hear the words 'your child has cancer,' let alone prepared for how isolating a cancer diagnosis can be," said Amy Godkin, Executive Director of ASK Childhood Cancer Foundation. "The GlowGold campaign provides a tangible way for our community to unite and show their support for these brave children and their families. By illuminating our state in gold, we hope to raise awareness, foster hope, and inspire action."

In Southwest Virginia alone, about 20 children are diagnosed with cancer each year and currently there are roughly 25 pediatric cancer patients in active treatment. The impact of cancer on children and their families extends far beyond the diagnosis. ASK immediately steps in from the moment of diagnosis to provide these children and their families with invaluable support, educational resources, and a strong community to lean on.

As Amy Godkin, Executive Director of ASK Childhood Cancer Foundation, notes, 'Children with cancer often face significant challenges during and after treatment, including late effects that can impact their cognitive abilities and academic performance. By choosing to GlowGold, you can raise awareness about these issues to help ensure that the families affected by cancer in your community receive the support they need.'

Juanita Prada, an ASK Kid and childhood cancer survivor from Roanoke, Virginia, understands firsthand the challenges faced by children and families affected by cancer and recounts, "When I

was ten years old, I was diagnosed with pre-B-cell Acute Lymphoblastic Leukemia. During my treatment, I faced severe complications, including a coma, stroke, and extensive therapies to relearn basic skills... By age 15, I was declared cancer-free, but I faced long-term health effects. Because I lived through this experience, I am a passionate advocate who cares deeply about the Glow Gold campaign, supporting patients and their families. Childhood cancer awareness is crucial!"

To participate in the GlowGold campaign, individuals, businesses, and organizations are encouraged to:

- **Illuminate their buildings or homes in gold:** Use gold light bulbs, LED strings, or other creative lighting solutions to create a golden glow.
- **Share their support on social media:** Use the hashtag #GlowGoldVA to spread awareness and inspire others to join the cause.

By participating in the GlowGold campaign, you can help make a difference in the lives of families. Let's unite to light up Virginia in gold and support childhood cancer patients and survivors across your community.

For more information about ASK Childhood Cancer Foundation's Glow Gold campaign, please visit www.glowgoldva.org. To learn more about ASK's ongoing initiatives, visit www.askccf.org.

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About ASK Childhood Cancer Foundation

ASK Childhood Cancer Foundation is a non-profit organization dedicated to making life better for children and families affected by pediatric cancer. Through its programs and services, ASK strives to provide families with access to all-around support wherever they need it, from the moment of diagnosis, through treatment, and beyond.