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Arizona Businesses Invited To Use Cancer Kids Art for Company Holiday Cards

Artwork Selection Supports State's Largest Pediatric Provider of Cancer Services

PHOENIX, Ariz. (July 7, 2006) – The U.S. Census Bureau estimates that 1.9 billion Christmas cards are sent each year. Arizona businesses are invited to send special greetings this holiday season – customized cards designed by Phoenix Children's Hospital's cancer patients. The Hospital invites corporate community members to select artwork at the 2006 Art Project preview events on July 25 and August 31, from 4:30 to 7 p.m. in the Melvin L. Cohen Conference Center at Phoenix Children's Hospital.

For a \$1,000 donation, local businesses select a child's original holiday drawing and help support programs and services at the Hospital's Center for Cancer and Blood Disorders. Corporate donations fund scholarship programs for cancer survivors, research, state-of-the-art diagnostic equipment and lab services, family and community education programs, and a week-long summer camp for kids with cancer. Phoenix Children's provides these services at no-cost to families.

"Today, more than 85 percent of children diagnosed with cancer will survive the disease. Phoenix Children's Art Project gives local businesses the opportunity to help more than 400 of Arizona's children and families receiving cancer treatment. As the largest fundraiser for the Center for Cancer and Blood Disorders, the Art Project needs the corporate community's support to fund many Hospital cancer services and programs," said Mindy Jones, Development Coordinator at The Phoenix Children's Hospital Foundation.

For more information or to RSVP for an Art Project preview event, contact Mindy Jones, Development Coordinator in the Hospital's Foundation, at mjones1@phoenixchildrens.com or (602) 546-2663. Valley businesses can RSVP for the July event by July 20, and by August 28 for the August event. Cocktails, hors d'oeuvres, and Hospital tours are available.

The Center for Cancer and Blood Disorders at Phoenix Children's is the largest provider of hematology and oncology care in Arizona. The Center's mission is to offer the highest quality, comprehensive, family centered care to patients and their families. Phoenix Children's offer state-of-the-art pediatric cancer management to almost half of Arizona's children diagnosed with malignancies and/or life-threatening hematologic diseases. The Center is affiliated with

Children's Oncology Group, an international group of more than 114 leading children's hospitals engaged in laboratory and clinical research to find the best therapy for childhood malignancies. Through individual and corporate contributions, the Center is able to provide new research options, educational opportunities, financial assistance and psychosocial support for Arizona children and their families.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest free-standing children's hospitals in the nation. The most comprehensive array of pediatric specialists in the State practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Children's leadership position. For information about Phoenix Children's, visit the Hospital's award-winning website at www.phoenixchildrens.com.