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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. (Sept. 4, 2007) – The U.S. Census Bureau estimates that 1.9 billion Christmas cards are sent each year. Arizona businesses are invited to send special greeting this holiday season – customized cards designed by cancer patients at Phoenix Children's Hospital. Corporate community members are invited to select artwork at the 2007 Art Project preview event on October 9, from 6 to 8 p.m. in the Hospital's Melvin L. Cohen Conference Center (Building E).

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 cam 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,” said Amy Cobb, Special Events Coordinator, at the Phoenix Children's Hospital Foundation. “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.”

For more information, contact Amy Cobb at acobb@phoenixchildrens.com or (602) 546-2663. Event proceeds support the Center for Cancer and Blood Disorders at Phoenix Children's.

The Center is the largest provider of pediatric hematology and oncology care in the state, treating almost half of the children in the state with cancer and a third of the children diagnosed with a bleeding disorder. The Center is affiliated with the Children's Oncology Group, an international group of more than 200 leading children's hospital engaged in laboratory and clinical research to find the best therapy for childhood malignancies. Phoenix Children's is also a partner in Pediatric Oncology Experimental Therapeutics Investigators Consortium,(POETIC), ten academically renowned medical centers collaborating on research studies to develop therapies to treat children with cancer and related disorders. The Center's commitment is to provide world-class, cutting-edge care in a family centered environment.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the ten largest free-standing hospitals in the nation. 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.