

September is:  
childhood  
CANCER  
awareness  
month





**GO  
Gold!**



SEPTEMBER IS...

**Childhood Cancer Awareness month**



They ride tricycles in the hallway, not the park. They know the names of their chemo instead of their classmates. Nurses and doctors are their new family. Their laughter will make a heart melt. Their strength will make a grown person cry. If you've ever seen a kid fight cancer, it will change your life forever.

**September is Childhood  
Cancer Awareness Month**

**#GoGold**



**DID YOU KNOW???**

**CANCER**

claims the lives of more children  
than all other childhood diseases

**COMBINED**

**Awareness Fact:**

**Despite huge advances in research, cancer is still the number one disease killing Canadian children today.**

*September is Childhood Cancer Awareness Month*

Become aware & share!  
#childhoodcancerawareness

Learn more awareness facts at:  
[www.opacc.org/facts](http://www.opacc.org/facts)



## DID YOU KNOW???

- 1,700 children are diagnosed in Canada with cancer each year as per Childhood Cancer Canada
- That is 4 to 5 children each day
- Of those diagnosed, 20% will not survive past 5 years from date of diagnosis



"IT WON'T HAPPEN TO ME..."

Cancer doesn't care that you love your child more than anything else.

Cancer doesn't care how much money is in your bank account.

Cancer doesn't care that your child eats only healthy and organic food.

NO CHILD IS SAFE.

## FACT A DAY ~ SEPTEMBER 7

Childhood cancer is not just one disease. It is made up of 12 major types and over 100 subtypes. The more rare types account for about 30% of cancers in children and adolescents. Because so few children are diagnosed with each type, it's difficult to do research on these cancers.



CHILDHOOD CANCER  
AWARENESS MONTH

#gogold #ccam #childhoodcancer #stepup



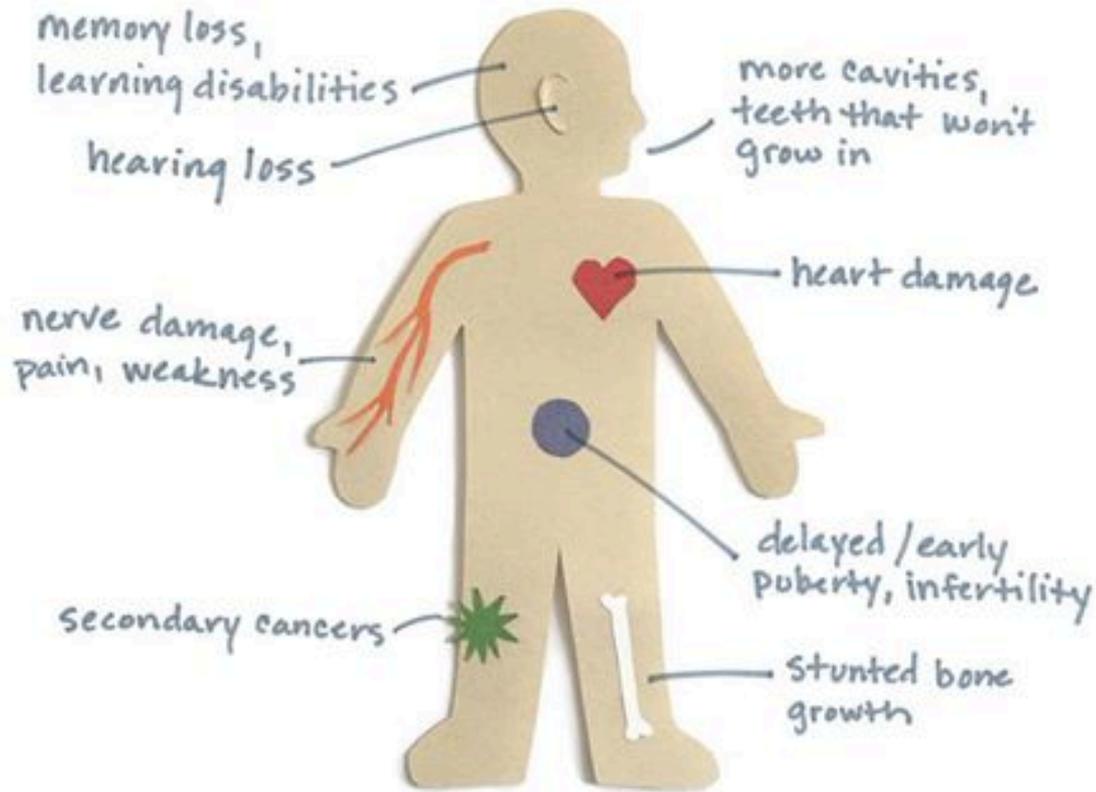
## DID YOU KNOW???

- There are over 40 different types of childhood cancer, many with no known cause
- Most common types – Leukemia 30%, Brain & Central Nervous System Tumours 26%, Neuroblastoma 6%, Wilms Tumor 5%, Hodgkin Lymphoma 3%, Non-Hodgkin Lymphoma 5%, Bone Cancer 3%, Rhabdomyosarcoma 3%, Retinoblastoma 2% - many of which have subtypes

- Treatments include chemotherapy (pills, intravenous, lumbar punctures, needles), steroids, radiation, surgery, transplants
- Testing includes blood work, lumbar punctures, bone marrow aspirates, x-rays, CT scans, MRIs, bone density scans, ultrasounds, eco-cardiograms, neuropsychology testing, biopsies, etc.

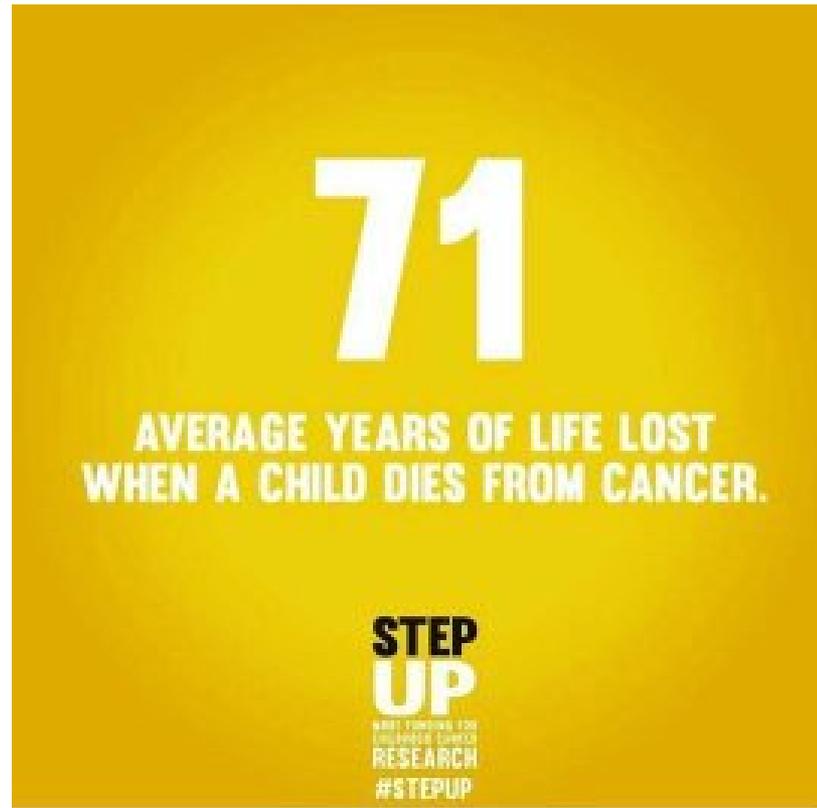


# About 60% of survivors will experience late effects



Late Effects of  
Cancer Treatment

Children's Cancer Research Fund®



Children are our future – we need to do everything possible to save them

- Given the life-years lost, childhood cancer is drastically underfunded, accounting for only 5% of all cancer research funding in Canada (source: Canadian Cancer Research Alliance)
- Although cancer research in general has made huge strides in our lifetime, very few new drugs for children with cancer have been developed in the last 30 years; the weakest link in children's cancer research is pediatric drug discovery
- In the past 45 years, only three new drugs have been developed for the treatment of childhood cancers





## DID YOU KNOW???

- Families with a child in treatment for cancer lose approximately 1/3 of their after-tax income to out-of-pocket costs
- There are a number of non-profit organizations that help

# Non-Profit Organizations

- Ronald McDonald House – Our Home Away from Home
- Candlelighters – Financial & Educational
- Pediatric Oncology Group of Ontario (POGO) – Financial
- Make A Wish/Children's Wish Foundation - Wishes
- Rachel's Kids – Small Moments of Joy



# What's Happening in September

- August 30 – Painting Cornwall Gold with Ribbons with help from the Junior Optimists of Cornwall
- September 1 – 30 – Cornwall Clock Tower & Fountains lit up in Gold as part of the world wide Go Gold Movement
- September 1 – Childhood Cancer Awareness Annual Blood Donor Clinic
- September 1 - 30 – Optimist Club No Dinner Dinner Tickets on Sale @ [www.optimistclubofcornwall.org](http://www.optimistclubofcornwall.org)
- September 20 – Virtual Terry Fox Run. One Day. Your Way.
- Ongoing – CHEO Rocks throughout Cornwall & CHEO area







**Optimist**  
Club of Cornwall



# Paint Cornwall Gold No-Dinner Dinner

A Virtual Fundraiser benefiting CCOF,  
CHEO, Candlelighters &  
Ronald McDonald House Ottawa.  
Sponsored by the  
Optimist Club of Cornwall

**\$10 each**

Sales end  
Sept 30th



When you find a CHEO Rock, take a picture and post on the FaceBook page CHEO Rocks. Then rehide for someone else to find.

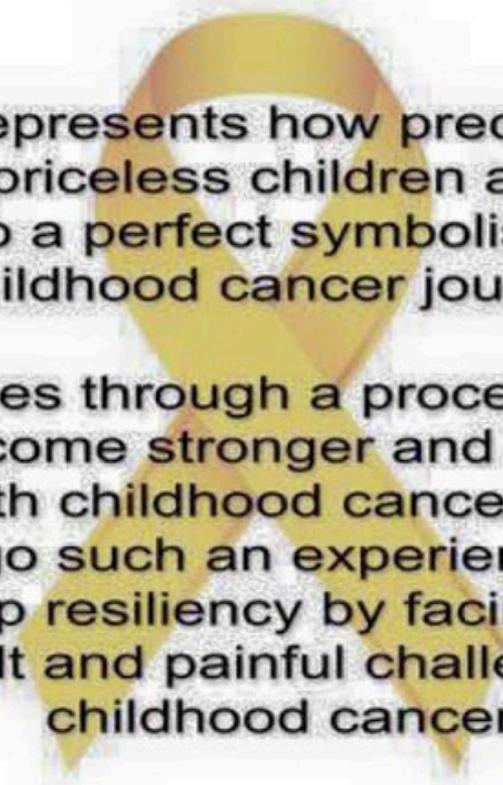






Through awareness we can achieve understanding,  
do fundraising and eventually find a cure for all  
childhood cancers

Cancer should only live in the history books – not in  
the bodies of those whom we love



Gold represents how precious and priceless children are  
It is also a perfect symbolism for the childhood cancer journey

Gold goes through a process by fire, to become stronger and tougher  
Kids with childhood cancer similarly undergo such an experience They develop resiliency by facing all the difficult and painful challenges of childhood cancer

I would like to encourage all city departments, businesses, and residents to “paint” Cornwall gold in September to visually show these children and their families our support, to bring awareness to childhood cancer, to support fundraising efforts for the agencies that help and for childhood cancer research.

Cheryl Tourangeau

Cancer Mom



# Suggestions how to Paint Cornwall Gold

- Use gold ribbon to decorate lamp posts or verandas
- String gold Christmas lights
- Change front porch light to a yellow bulb
- Make a gold wreath with ribbon for your front door
- Tie a gold ribbon to your vehicle antenna







SEPTEMBER  
National  
CHILDHOOD CANCER  
Awareness Month  
HOLD ON  
HOPE  
#gold

18



**Optimist**  
Club of Cornwall



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*Sometimes strength comes in  
knowing that you are not alone!*



**SUPPORT CHILDHOOD CANCER AWARENESS**

***FB.ME/CCASUPPORTS***

**PAINT  
THE TOWN**

**GO  D™**



*...because kids can't fight cancer alone!®*