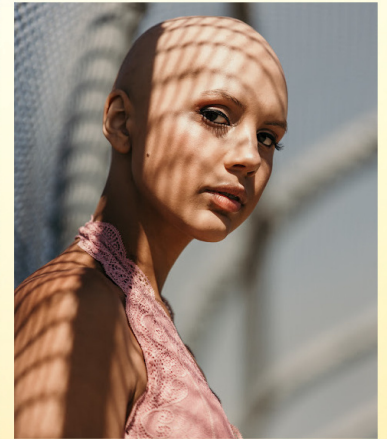


KEATON'S
Child Cancer
Alliance

Mission in MOTION

 National
Childhood
Cancer
Awareness
Month 
#GlowGold



#GLOWGOLD FOR NATIONAL CHILDHOOD CANCER AWARENESS MONTH

September is National Childhood Cancer Awareness Month. A time to **honor** the warriors, survivors, angels, siblings, parents, and all loved ones touched by a childhood cancer diagnosis. An opportunity to **advocate** for more family support, customized education, and life-saving research. A chance to **take action** and **stand in solidarity** with thousands of local families that have experienced one of the most devastating situations a family can face.

This September, join Keaton's mission of serving and **#GlowGold** for local kids with cancer. It is through your commitment that we are able to fulfill our mission to serve children with cancer and their families with emotional, educational, and financial support while increasing awareness and funding research toward a cure. Because of YOU, we are able to continue offering Hope, Strength, and Healing through our individualized, comprehensive Family Navigator Programs.



The color gold symbolizes **how precious children are and the resiliency of childhood cancer heroes**. Unlike other awareness ribbons that symbolize one specific disease, the gold ribbon stands for dozens of unique cancers impacting children.

Only  state legislatures
have taken direct action towards
childhood cancer research and support.
California has not taken action, yet.

Meet Keaton's Childhood Cancer Awareness Ambassadors



Shyann, Forever 18 years old

In loving memory of a beautiful young warrior who fought a strenuous three-year battle against Ewing's Sarcoma. Shyann enjoyed movies, makeup, and clothes. Throughout her entire journey, Shyann was supported by her parents, twin sister and younger siblings. We celebrate Shyann's life and legacy, honoring her journey. Read more at childcancer.org/shyann.



Karim, 5 years old

Karim is smart and energetic. He is a master builder of any and all things. His parents say his skills might lead him to be an engineer in the future! Aside from building, Karim also has a love for competing with his family during game nights and hanging out with his big sister. He has stayed a strong kiddo throughout his Leukemia treatments and his mom describes him as "basically his own party!" Read Karim's story at childcancer.org/karim.



Kyle, 16 years old

Kyle is a resilient young kiddo who enjoys playing on his Nintendo Switch and also likes Star Wars, Disneyland, Super Mario Series and Harry Potter. At just 3 ½ years old, Kyle was diagnosed with Pilocytic Astrocytoma, a slow-growing tumor of the primary central nervous system, located in the brain or spinal cord. Read Kyle's story at childcancer.org/kyle.



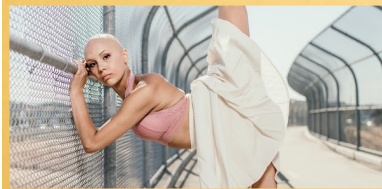
Manav, 5 years old

Manav is a sweet boy who enjoys basketball, riding his bike, reading books, and playing with his friends and little sister. Manav began his journey in June of 2018 after being diagnosed with B-Cell Acute Lymphoblastic Leukemia (ALL), the most common type of pediatric cancer that affects B-Cells in one's immune system. Read Manav's story at childcancer.org/manav.



True, 6 years old

True is a creative kiddo with a spunky and fierce personality! She enjoys music, drawing, and watching Youtube videos. Although she has faced the hardship of being diagnosed with Wilms Tumor, True's loving personality continues to shine through these difficult times. Read True's story at childcancer.org/true.



Emely, 16 years old

Emely is a beautiful young lady with a passion for dancing. She also enjoys spending time with her family and friends. Before her diagnosis, Emely danced for almost 12 years. Unfortunately, at just 16 years old, her whole world changed when she learned that she was diagnosed with Hodgkin's Lymphoma, a pediatric cancer that affects the body's white blood cells. Read Emely's story at childcancer.org/emely.



Tyler, 5 years old

Tyler loves to make new friends and include everyone. He loves water play, singing, dancing, cars, Bel-Air grocery shopping, and community helpers. In 2018, Tyler was diagnosed with a terminal brain tumor, called a Ganglioglioma, at 2 years old. When doctors match his brain scans up with him they can't help but call him a miracle. Read Tyler's story at childcancer.org/tyler.

Ways to Support

Spread Awareness

- Follow & Share Keaton's Child Cancer Alliance on **Facebook** and **Instagram**
- Host a fundraiser on Facebook & select Keaton's Child Cancer Alliance as your nonprofit to support
- Share How You Are Going Gold in September & use the Hashtag **#GlowGold**
- Host A Fundraiser Or Donation Drive for Hope Chest Items
- Create Letters and Cards of Hope for Kids with Cancer. Letters can be mailed to us at 2260 Douglas Blvd. Ste 140 Roseville, CA 95661.

Donate Financially or with Gift Cards

- Grocery cards (\$25-\$50 increments preferred)
- Gas Cards (\$25-\$50 increments preferred)
- Walmart & Target Gift Cards (\$25-\$50 increments preferred)
- Amazon, iTunes, Walmart, Target (\$10-\$15 increments preferred)
- Purchase gift cards for Keaton's at childcancer.org/donate-now/purchase-grocery-gas-gift-card

Help Save a Child's Life

- Donate Blood at a local blood bank
- Register on "Be The Match" Donor Registry to see if you qualify. Register at bethematch.org
- Register to Brave the Shave on The Delta King at stbaldricks.org/events/DeltaKing.



MARK YOUR CALENDAR!



Dutch Brother's Fundraiser

Friday, Sept 10, 2021

5 am - 11:59 pm

- Dutch Bros: 715 Sunrise Ave., Roseville, CA 95661
- Dutch Bros: 1225 Baseline Rd., Roseville, CA 95747
- Dutch Bros: 8663 Auburn Folsom Rd., Granite Bay, CA 95746

Stop by any of the three Dutch Brothers listed to support Keaton's ChildCancer Alliance!

\$1 from every drink will be donated to Keaton's!



Racing to Raise Awareness

Saturday, Sept 11, 2021

Gates open at 5 pm

All American Speedway
800 All American City Blvd,
Roseville, CA 95678

Don't miss a night of NASCAR action with NASCAR Berco Redwood Late Model Twin's, Jaws Gear & Axle Modifieds, Riebes Auto Parts Super Stocks, F4s, & more all competing under the lights.

Participate in a special raffle held during the race with proceeds benefitting Keaton's!

Purchase tickets starting Monday,
September 6th at
allamericanspeedway.com

LAUGHS UNLIMITED COMMUNITY GIVE BACK PROGRAM PRESENTS

LAUGH IT FORWARD

WITH HEADLINER
ELLIS RODRIGUEZ
SEPTEMBER 15
WEDNESDAY 8PM

\$20 OF EVERY ADMISSION
DONATED TO
KEATON CHILD
CANCER ALLIANCE
TICKETS/DONATIONS ONLINE
[HTTPS://BIT.LY/KCCANCERALLIANCE](https://bit.ly/KCCANCERALLIANCE)

17+

SPECIAL GUEST
JIMMY EARL

SPECIAL GUEST
CHRIS SMITH

Laughs Unlimited 1207 Front Street, Old Sacramento, Ca 95814
All tickets must be Pre-Purchased on line at www.laughsunlimited.com
2-item minimum per person in showroom, 1 item per table/group must be a food item

Proceeds benefit Keaton's Child Cancer Alliance
Get tickets at bit.ly/LaughItForward.



Island of Black and White Concert

Friday, Sept 17, 2021; 6 pm

The Delta King
1000 Front St.,
Sacramento, CA 95814

Be entertained by The ISLAND OF BLACK AND WHITE on the Delta King!

This show will be the opening event in The Delta King's week-long series of events designed to provide support for Keaton's Child Cancer Alliance.

Proceeds benefiting Keaton's. Get your tickets today at:
bit.ly/IslandOfBlackAndWhiteTickets.

SAVE THE DATE

2nd Annual Keaton's Child Cancer Alliance Wiffle Ball Tournament
Hosted by Little Fenway West

SATURDAY SEPTEMBER 18TH 10:00AM-8:00PM &
SUNDAY SEPTEMBER 19TH 10:00AM-7:00PM

KEATON'S Child Cancer Alliance

Fenway West

EDHPROMISE FOUNDATION

More information and Registration coming soon

Little Fenway West 2nd Annual Wiffle Ball Tourney & Fundraiser

Saturday, Sept 18, 2021; 10 am - 8 pm

Sunday, Sept 19, 2021; 10 am - 7 pm

Little Fenway West
Placerville, CA 95667

The goal for the 2021 event is to quadruple 2019 year's donation of \$11,000 in support of providing Hope, Strength and Healing for local children with cancer and their families.

Sign up to play or sponsor at
one.bidpal.net/littlefenway.



Keaton's Brave The Shave ~ Hosted by The Delta King

Friday, September 24th; 5 pm

1000 Front St,
Sacramento, CA 95814

Help support pediatric cancer research with head shaving, food, beverage and music on the riverfront in Old Sac.

Register at:
stbaldricks.org/events/DeltaKing.

Keaton's Community Partners

Thank you to our
#GlowGold partners for
their support in
September!



Stomp Out Pediatric Cancer Raffle
In honor of childhood cancer awareness month Keaton's partner, Kids Helping Kids, is hosting their 2nd annual Stomp Out Pediatric Cancer Raffle!

Purchase tickets, beginning September 7th through September 30th at kidshelpingkidssac.org.

Connect with Us

See Keaton's Mission in Motion as it happens on our social media channels.



2260 Douglas Blvd., Ste 140, Roseville, CA 95661
916.784.6786

childcancer.org



Keaton's Glow for Gold Gala, Saturday, October 16th

Join this Party with a Purpose, benefiting local children with cancer! Host a table in your home with your choice of a selected theme for an exclusive feel.

We bring the party to you to raise awareness and support Keaton's families in overcoming a childhood cancer diagnosis.

Contact Catrina at 916-276-5080 or catrina.arcularius@childcancer.org, for sponsorship and visit childcancer.org/gala for additional details.

The Facts

 **Cancer**
remains the
leading cause of
DEATH
by disease for
children in
America

One quarter of
childhood cancer survivors face
a late effect from treatment
that is classified as

 severe or
life-threatening.

Two thirds of childhood cancer
survivors face at least one of these
side effects:



*Secondary Cancers; Heart Damage;
Lung Damage; Infertility; Chronic Hepatitis;
Alterations in Growth and Development;
Impaired Cognitive Abilities;
Psycho-Social Impact.*



of children with cancer in the U.S.
will not survive it.



Volunteers Needed!

We have a variety of volunteer needs throughout the month of September. Choose your opportunity at childcancer.org/get-involved/volunteers.

Volunteer to be part of Keaton's Annual "Glow for Gold Gala", Saturday, October 16th. Volunteer at bit.ly/GlowForGoldGalaVolunteer.

If you are interested in volunteering at Keaton's Gala, or any other volunteer opportunities, please contact Melinda, Director of Operations, at 916-757-6136 or melinda.sober@childcancer.org for more details.