



September 25th Gold Ribbon Day in Altoona

Residents of Altoona, PA, have been supporting National Childhood Cancer Awareness month for more than twelve years. At the Altoona City Council meeting on September 23rd, Mayor Pacifico will read a proclamation declaring September 25th as Gold Ribbon Day in Altoona. Members of the BMF Board of Directors, several childhood cancer survivors and their families will be present at the meeting to hear the proclamation and hand out gold ribbons.

If you would like to purchase gold ribbons for your organization and/or business to wear this month in support of our children with cancer, please contact the Brian Morden Foundation at dbjmorden@brianmordenfoundation.org or call 946-9369.

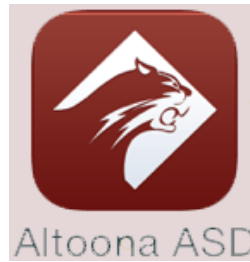


<3 <3 <3 <3 <3 <3 <3

HELP ALWAYS APPRECIATED

To volunteer, please email:
dbjmorden@brianmordenfoundation.org

AASD Continues Support



The Altoona Area School District has been tireless in their efforts to support children with cancer ever since Brian Morden was diagnosed in 2001. Brian loved music and his

classmates went above and beyond to make sure that he was remembered, leaving an empty chair for him in band while he was undergoing treatment at Children's Hospital in Pittsburgh. The AAHS jazz band even called to wish him (and sing) a Happy 17th Birthday on January 10, 2001, right before he started his first chemotherapy treatments.

The AASD will once again participate in a **Go for Gold** competition among their elementary and secondary schools. Students will purchase gold ribbons to wear on September 25th. The elementary and secondary school that sells the most ribbons per student will be honored that evening at the Gold Ribbon Game.

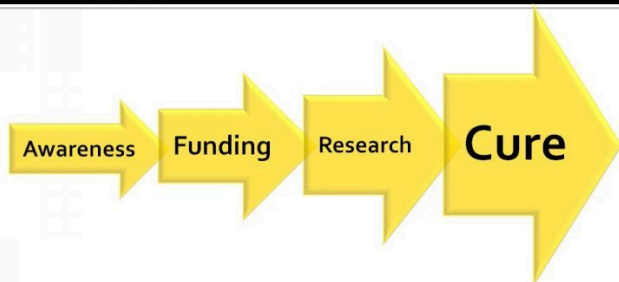
AASD Athletic director Phil Riccio and Paula Foreman, Community Relations Director, have been instrumental in coordinating efforts to make the Gold Ribbon Game an event to remember each year for the public and especially our children with cancer and their families. AAHS football players, band, colorguard, silks, and majorettes, cheerleaders and Mountain Lion Maniacs will all be sporting gold ribbons. Please join them!

Gold Ribbon Game
Friday, 9/25/15
Mansion Park 7 PM

Going Gold

Gold ribbons, donated by the Brian Morden Foundation and Thrivent Financial, were sent to all four Children's Hospital Pediatric Oncology units for their patients during National Childhood Cancer Awareness Month.

Why is awareness needed?



Disturbing facts

In the U.S., more children die of childhood cancer than any other disease — more than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes combined. And **yet, all types of childhood cancers combined receive only 4% of the U.S. federal funding for cancer research.**

Worldwide, a child is diagnosed every 3 minutes. 91,250 lose their life to the disease every year.

Hope

Nationwide, other organizations like Cure Search, Alex's Lemonade Stand, St. Baldricks, and ACCO are also going gold and making a commitment to childhood cancer awareness, support and research. **Together we can beat this disease!**

Your support of the Brian Morden Foundation helps us fund research and provide financial support to our local children and their families. To donate, please visit:
<http://brianmordenfoundation.org/support.html>

Thank you!



Signs of Childhood Cancer

- C**ontinued, unexplained weight loss
- H**eadaches, often with vomiting, at night or early morning
- I**ncreased swelling/persistent pain in bones, joints, back, or legs
- L**ump or mass, especially in the abdomen, neck, chest, pelvis, armpit
- D**evelopment of excessive bruising, bleeding, or rash

- C**onstant infections
- A** whitish color behind the pupil
- N**ausea, which persists or vomiting without nausea
- C**onstant tiredness or noticeable paleness
- E**ye or vision changes, which occur suddenly and persist
- R**ecurrent fevers of unknown origin

Kids Ride Nationwide

for Childhood Cancer Awareness is a one day event/campaign to be held on **September 12, 2015**. Children and adults will gather in front of hopefully every state Capitol building in the country. The goal is to raise public awareness of our government's severe underfunding of pediatric cancer research.

The Brian Morden Foundation will be in Harrisburg from 10-3 on the Capitol grounds handing out gold ribbons, information about childhood cancer, and helping kids make cards for other kids with cancer. Join us if you can!



Greeting Cards Cheer

PA Children's Hospitals, local cancer survivors, and many local charitable groups continue to benefit from the generous donation of Hallmark cards made by Rite Aid to the BMF last fall. Cards are donated to these groups for use by patients and their families, shut-ins, veterans, and more.

Additionally, the BMF Board of Directors has decided to make gift bags of all occasion greeting cards available to the public for a small donation, thus increasing benefits to our kids with cancer.

To purchase a gift bag, please email:
dbjmorden@brianmordenfoundation.org