

Date:

To:

Dear (Enter Name, Building, Landmark or Location Here),

The American Childhood Cancer Organization (ACCO), the sole U.S. organizational member of Childhood Cancer International (CCI), invites you to **GO GOLD®** by joining the global campaign to ILLUMINATE GOLD - LIGHT UP THE WORLD GOLD this September. Founded in 1970, ACCO produced the first gold ribbon lapel pin in 1997 to symbolize the childhood cancer cause. Since then, the gold ribbon and the color gold has become the recognized international symbol representing childhood cancer, along with September being proclaimed in many countries as "Childhood Cancer Awareness Month."

Each year in the U.S. approximately 15,780 children will be diagnosed with cancer. They join the more than 300,000 children worldwide diagnosed annually, making childhood cancer the number one non-communicable disease cause of death, regardless where a child lives in the world.

The United States is proud of the advancements made in the treatment of cancer. Since 1990, the FDA has approved more than 120 new drugs to treat the many types of adult cancers. Sadly, during the same time period, just 3 drugs have been approved by the FDA to treat the many types of childhood cancer. Most children continue to be treated by drugs that were approved in the 1950s, '60s and '70s. While 80% of children with cancer treated in developed countries are now curable; as few as 2 out of 10 children/adolescents survive in low and middle income countries as a result of a lack of access to essential medicines and treatment. It is time that we raise our voices and raise awareness about our world's littlest cancer warriors! LIGHT UP THE WORLD GOLD spotlights the need to raise awareness of our world's children with cancer!

To support the world's youngest cancer patients' courageous struggle against child and adolescent cancer, we ask you join this global campaign and the more than 100 prominent buildings, iconic landmarks and monuments in cities across North America, Europe, Oceania, Asia and Africa who are committed to LIGHT UP THE WORLD GOLD this September! To **GO GOLD®** you simply need to utilize existing exterior illumination systems with a gold pantone 1245 color on Sept. 1st and/or throughout the month of September as your events schedule allows.

Alternatively, if the landmark does not have an exterior lighting system, we encourage you to prominently display a gold ribbon on the front facade of your buildings or offices. Please ACT NOW! Join in solidarity with children with cancer and their families around the world to ILLUMINATE GOLD - LIGHT UP THE WORLD GOLD! To participate, simply

visit this page by clicking here, typing or copying and pasting this link into your URL field
<http://www.acco.org/light-up-the-world-gold/>

If you have any questions, please contact Ruth Hoffman, Executive Director ACCO & Vice Chair Childhood Cancer International at: rhoffman@acco.org.

Thank you in advance for your consideration of joining ILLUMINATE GOLD - LIGHT UP THE WORLD GOLD!

Warm Regards,

(Your Name)

(Your Title - optional)

***GO GOLD® is the registered trademark of the American Childhood Cancer Organization.**