Why choose childhood cancer for your cause marketing strategy?

Because the facts about childhood cancer are bleak:

- 1 in every 285 children under 20 in America will be diagnosed with cancer. That’s more than 15,780 children every year!
- Childhood cancer is the #1 disease-killer of children under 14.
- 20% of children diagnosed with cancer will not survive.
- Two-thirds of childhood cancer survivors suffer long-term health problems, of which one-quarter will be severe or even life-threatening.
- Only three new drugs have been approved by the FDA specifically to treat childhood cancer in the past two decades.

Why choose childhood cancer as your cause?

Because kids can’t fight cancer alone!®

... and your support helps ensure that they don’t have to!

About the American Childhood Cancer Organization

ACCO was founded in 1970 by a dedicated group of parents of children with cancer; we remain the only national childhood cancer non-profit whose Board is composed primarily of parents and/or survivors of childhood cancer. We are the largest developer and provider of information resources and learning tools geared specifically for children with cancer and their families, as well as a well-respected voice representing the needs of childhood cancer warriors and their families both nationally and internationally.

NATIONAL OFFICE:
6868 Distribution Drive
Beltsville, MD 20705
855-858-ACCO (2226), 301-962-3520
Fax: 301-962-3521

staff@acco.org
www.acco.org

IRS Tax Exempt # 52-1071826

ACCO’s Signature Corporate Events Program

Team-Building for a Great Cause!
Our mission is simple yet powerful.

*We empower childhood cancer families by providing them with the tools and support they need to navigate the difficult world of childhood cancer.*

ACCO is the largest publisher of high-quality resources designed to guide children and families through diagnosis, treatment, and survivorship. Our resources – “Cozy the Port-a-Cat”, Medical Play Therapy Kit, Hero Beads, as well as childhood cancer treatment books, journals, DVDs, and more - are always free of charge to children with cancer and their families. In 2015 alone, ACCO delivered more than 45,000 resources free to those who needed them!

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**Do you need a fun, team-building project** that can be easily integrated into your annual Cause Marketing strategy?

Through our **Signature Corporate Events Program**, we will help you design, organize, and host a team-building event that will bring your team together in support of a great cause that everyone can get behind!

For more information on our Signature Corporate Events program and how it can benefit your team, visit our website at: [http://www.acco.org/corporate-events/](http://www.acco.org/corporate-events/).

**Pick an event that’s right for your team:**

- **PJammmin**
- **Go Gold for Kids with Cancer**
- **Pedi-CURE**

Or let us design a custom event that excites your team while raising awareness about childhood cancer!

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**Why choose ACCO as your Cause Marketing partner?**

We give childhood cancer warriors a voice by raising awareness and advancing advocacy at the grassroots and at the highest levels of government.

ACCO is at the forefront of the fight to make childhood cancer a national child health priority! We produced the first gold ribbon product as the childhood cancer awareness symbol and our efforts have helped the nation Go Gold® for kids with cancer: Go Gold® t-shirts, Light Up the World Gold for Childhood Cancer Awareness Month, and the National Childhood Cancer Awareness Tree are only a few of our success stories. And our voice is prominent on Capitol Hill as well: ACCO helped draft the most comprehensive childhood cancer bill ever placed before Congress in the Childhood Cancer STAR Act.

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