

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.



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ACCO's Signature
Corporate Events Program

Team-Building for a Great Cause!



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

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!



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/>.

Pick an event that's right for your team:

- **PJammin®**
- **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!



*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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