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September is Childhood Cancer Awareness Month

Annual "Jungle Adventure" event on September 13 anchors Hawaii festivities

For Immediate Release

HONOLULU– (August, 20 2009) In observation of September being Childhood Cancer Awareness Month, a handful of events, educational workshops and promotions will take place as a means to educate the community and raise funds for Hawaii's children with cancer.

It's a fact: In Hawaii 60-65 keiki are newly diagnosed with cancer, or relapse, each year. At any given time, approximately 200 children are undergoing treatment, with the average time-span of 12 months to three years. About 75 percent of children survive childhood cancer; 25 percent do not. Cancer is the leading cause of death by disease in children ages 0-14.

Money raised at the events listed below benefit Hawaii Children's Cancer Foundation (HCCF) – the only organization in the State of Hawaii dedicated exclusively to aiding and supporting Hawaii's children battling cancer and their families.

For more information on the September events and HCCF, please visit www.HCCF.org.

Childhood Cancer Awareness Month Events & Promotions

HCCF Benefit Tennis Tournament

Date: Monday, September 7 from 8 a.m. to 1 p.m.

Location: Moanalua High School tennis courts

Details: Fun, food and prizes! For more info, contact Kyle Kaneshiro at: k2tens@hawaiiantel.net

HCCF's annual "Jungle Adventure", presented by Team Praxis

Date: Sunday, September 13 from 9 a.m. to 4 p.m.

Location: Honolulu Zoo

Details: Fun for the whole family! Free rides, games, prizes and entertainment.

Catch the free trolley to the Honolulu Zoo from Kapiolani Community College.

Admission is \$6 for adults, \$3 for children 4-12 years, free 3 years and under.

Twitter Tuesday at Big City Diner Restaurants

Date: Tuesday, September 15 from 7 a.m. to 8 a.m.

Location: All five Big City Diner restaurants (Aiea, Kailua, Kaimuki, Ward, and Waipio)

Details: Big City Diner will give away free breakfasts to customers with the "Twitter password" and drink purchase. In lieu of the breakfast cost, donations to HCCF are encouraged. Also, canisters will be placed in the restaurants all month, collecting loose change to support the cause.

Month of September: Twenty-two participating merchants at Ward Warehouse and Ward Center will place canisters in their stores for the entire month to collect loose change and support Hawaii's childhood cancer patients and their families.

Educational Workshops

Renowned Dr. ZoAnn Dreyer from Texas Children's Hospital will be the guest speaker addressing the needs of long-term childhood cancer survivors. *Passport for Care* is an innovative new program that tracks survivors through diagnosis and treatment, and recommends necessary follow-up care. This event is open to the public, reservations are required. For more information call 528-5161.

Date: Wednesday, September 9 from 5 p.m. to 8 p.m.

Location: Kapiolani Medical Center for Women and Children

Date: Saturday, September 12 from 9 a.m. to 12 p.m.

Location: Moanalua High School

About Hawaii Children's Cancer Foundation

Hawaii Children's Cancer Foundation (HCCF) is the only organization in the State of Hawaii dedicated exclusively to providing services to children with cancer and their families. The foundation provides a wide range of services and programs to families, including financial assistance, social events, education and advocacy. All services and programs that HCCF provides are entirely free to the families in need.

The Foundation was formed in 1991 by a group of parents and medical providers after a statewide needs assessment showed that there were many childhood cancer needs not being met by any existing entity. HCCF was granted IRS 501(c)(3) non-profit status in 1993. All funds donated to HCCF remain in Hawaii, with 95 cents of every dollar received put towards providing direct services for the children with cancer and their families. For more information, visit www.hccf.org.