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Tuesday, December 02, 2008

Spread Holiday Cheer to Help a Local Charity

Contributed By Brooke Desserich | The Cure Starts Now

Last year The Cure Starts Now sold holiday cards bearing the artwork from Elena Desserich of Cincinnati, who had recently passed away from a devastating battle with brain cancer. In the same spirit, board members of the organization sought other children who were bravely battling this same cancer to create new designs for this year's cards. Andrew Smith from Michigan, Ellie Willaert from Minnesota and Caleb Spady from Oklahoma, all battling a form of brain cancer called DIPG, partnered with The Cure Starts Now to design the cards. "Each child has put their heart and soul into their cards and each is so beautiful and unique. I cannot be more honored to be able to share these with the world. Orders have come in from New York to Alaska, and even from Taiwan and Hong Kong!" stated Brooke Desserich of the organization. With their growing number of supporters from around the country, CSN knew that last year's interest in the holiday cards would grow, but never did they realize the number would reach over 5000 cards.



Caleb Spady is a 10 year old battling brain cancer whose holiday card drawings benefit The Cure Starts Now.

Founder of The Cure Starts Now Brooke Desserich says, "Every 9 minutes a child is diagnosed with brain cancer, it is one of the deadliest childhood cancers. Yet, year after year pediatric brain cancer remains one of the least funded brain cancers. Because of this trend, unfortunately there are not many treatment options for kids like Ellie, Andrew, Caleb, and my daughter Elena. We are working to change this outcome." Sadly, last month all three of these children received heartbreaking news that their tumors had begun growing, and without new research being funded there is little that can be done to stop the growth. This devastating news makes this project even more special to The Cure Starts Now to honor their amazing spirit this holiday season.

Proceeds from the sale of these holiday cards go directly towards brain cancer research, and each card tell the story of the child who created it and about the need to help other kids like them. Last year's card sales helped to fund innovative treatments for pediatric brain cancer at Cincinnati Children's Hospital and St Jude's Research Hospital. Please help spread holiday cheer while supporting kids like Ellie, Andrew and Caleb by buying your cards at www.thecurestartsnow.org or contact us at brooke@thecurestartsnow.org.

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