

Breaking Now: Butler County Judge Suffers Heart Attack, Dies Homeless Man Arrested For Arson At Bootsy's



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Viral Giving - Fighting Cancer With A Click

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It's the newest weapon in the fight against cancer and it starts with the click of a single computer mouse.

Fifteen-year-old A.J. Burt, from Wyoming, started a campaign to fight pediatric brain cancer on a Monday.

By Friday of that same week, he was on his way to raising more than \$10,000.

And he did that by getting friends on his swim team to ask sponsors to pay just a penny a lap.

Burt says, "It's not a lot for one person, but collectively it's huge."

His coach told all the other coaches in the league until hundreds of swimmers were collectively logging thousands of laps.

Burt says, "I would go with no rest from my events to tell everybody about this."

Indeed, that's what he did.

Cancer killed Elena Desserich before she could join A.J.'s team.

He would have been her swim coach this year.

Instead he's helping [The Cure Starts Now](#), a charity started in Elena's honor.

He says, "It was important to me that other people get involved with this, because I want other people to be able to follow their dreams."

Swimmers all over America are joining the fight as part of the larger fundraising event, [The Last Splash](#).

Meanwhile, the [American Cancer Society](#) is using forwarded e-mails and social networking to spread the word to potential donors at the speed of the Internet.

ACS's Peter Osborne says, "Months before our Making Strides Against Breast Cancer event -- it's not until October -- and already people have raised \$12,000 just through these e-mails."

Participants in the [Pan Ohio Hope Ride](#) can also set up their own web pages with personal stories and fund raising goals.

One Cincinnati cyclist has already raised over \$4,000 weeks before the event.

"Everybody has been touched by cancer in one way or another, either directly themselves, or they have loved ones who have been touched by cancer," Osborne says. "And there are a lot of people out there because of

that, who are just waiting to be asked to help."

So, a cure may be just a few clicks away.

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