

FOR IMMEDIATE RELEASE

Contact: Jessica Travis, (843) 225-4055
Jessica@AscendFoundation.org

**ASCEND Foundation Launches Cancer Companion Program During
Childhood Cancer Awareness Month**

MOUNT PLEASANT, S.C. (Aug. 17, 2010) –The non-profit ASCEND Foundation is launching their nationwide “Cancer Companion” program this September during National Childhood Cancer Awareness Month. ASCEND is fundraising and seeking co-sponsors to help in their goal of donating Cancer Companion gift packages to children in cancer clinics throughout the U.S. and Canada. The gift package includes a cuddly, stuffed Golden Retriever named Champ and an educational picture book entitled: “Champ’s Story: Dogs Get Cancer Too!”. ASCEND plans to provide participating school systems with educational options giving teachers and counselors an interactive way to help children reduce fear of cancer and learn about prevention and healthy lifestyle choices during their early and most impressionable years.

The ASCEND Foundation partnered with author, Sherry North and educational picture book publisher, Sylvan Dell, to create this picture book which tells the story of a child’s loving dog who fights and defeats cancer. Children have a unique ability to relate through projection and “Champ’s Story” and accompanying stuffed animal helps them bridge the gap with a classmate, friend or family member dealing with cancer.

North is a former medical producer for CNN Headline News. North has written and produced a number of award-winning medical documentaries for public television, and she currently contributes to WebMD. In the children’s book realm, she has written “Because You Are My Baby” (Winner of a 2008 NAPPA Gold Award), “Because I Am Your Daddy,” “Sailing Days,” and “The School that Sank.”

This is an educational and awareness initiative of the ASCEND Foundation, a volunteer 501(c)(3) registered non-profit with a track record of initiatives designed to make measureable differences in the battle against cancer.

For more information about the ASCEND Foundation you can visit <http://www.AscendFoundation.org/> or contact Jessica Travis at 843-225-4055

For more information regarding “*Champ’s Story: Dogs Get Cancer Too!*” and Sherry North visit: <http://www.SylvanDellPublishing.com/ChampStory.php> and/or contact Caroline Harris at 843-971-6722, CarolineHarris@SylvanDellPublishing.com

For more information about Childhood Cancer Awareness Day and Month Visit: http://www.curesearch.org/news_and_media/news_article.aspx?id=6530

