



NEWS RELEASE
For Immediate Release

Press Conference

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ConKerr Cancer Launches Idaho Chapter by Donating to St. Luke's Children's Hospital

WHAT: The national organization ConKerr Cancer will launch its Idaho Chapter at St. Luke's Children's Hospital at **10 a.m., Tuesday, Sept. 1**. The event marks the beginning of Childhood Cancer Awareness Month, and will include a donation of more than 500 custom-made pillowcases for children being treated at the hospital.

WHO: Cindy Kerr, founder of the organization, will be joined by Lt. Gov. Brad Little, Children's Hospital Administrator Dr. Jerry Hirschfeld and Idaho Chapter co-coordinators Hilary Lorbeck and Kym Porter.

WHERE: **St. Luke's Children's Hospital play room, fourth floor. Meet Ken Dey in the lobby of St. Luke's Boise Medical Center prior to 10 a.m. if possible.**

WHY: ConKerr Cancer is a national organization founded in 2002 by Kerr, whose son Ryan was diagnosed with a rare childhood cancer. Following her son's diagnosis and to help Ryan feel more at home, Kerr and her son began making pillowcases to brighten up his hospital room. Ryan liked them so much that she began making pillowcases for other children being treated for cancer at the Children's Hospital in Philadelphia.

In 2008, Ryan lost his battle with cancer, but his mother kept the pillowcase project alive. In just the last two years, Kerr has recruited thousands of volunteers who have sewn over 100,000 pillowcases and distributed them to sick children all across the United States and even overseas to South Africa.

Each year more than 12,500 children are diagnosed with cancer. It's estimated that about 3,000 children die each year from cancer making it the No. 1 disease that leads to the death of children

PHOTO OPPORTUNITIES: During the event pillowcases will be on display and will be distributed to patients at St. Luke's Children's Hospital. Sewing machines will also be set up with volunteers and patients sewing pillowcases.

To find out more about **ConKerr Cancer** visit www.ConKerrCancer.org