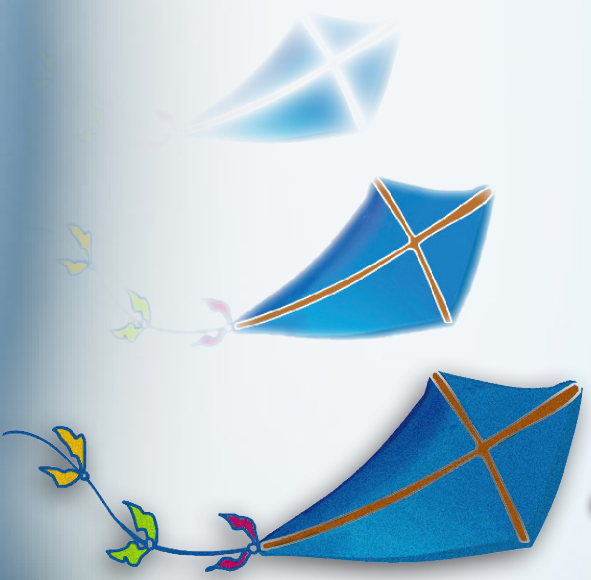




Children's Cancer Center  
is a non-profit organization  
dedicated to serving Tampa Bay area  
families of children with cancer  
or chronic blood disorders.



# SUMMER KITE TALES



Join us today...

[www.childrenscancercenter.org](http://www.childrenscancercenter.org)



**CHILDREN'S  
CANCER CENTER**

helping children & families cope

# Kite Tales

A Newsletter for Partners and Supporters  
of the Children's Cancer Center

The Children's Cancer Center is a non-profit organization dedicated to providing children who have cancer or chronic blood disorders and their families with the emotional, financial, and education support necessary to cope with their life-threatening illness.

## Christmas In July

*Maybe Christmas doesn't come from a store;  
Maybe Christmas, perhaps means a little  
more —Dr Seuss*

The traditional red and green colors of Christmas decorations bring out the festive mood of Christmas, however, the true meaning of Christmas is love! It is Christmas in the heart that puts Christmas in the



*Patty O'Leary with Ben Landon; Landon Outreach Foundaton*

air. And, oh, the air inside the Children's Cancer Center this July is full of the traditional sounds and spirit the holiday season brings. There are child artists busy creating cards for the annual holiday card campaign and angelic faces of over 25 children on active treatment for pediatric cancer laughing, running, playing and bonding with friends as they attend a week long July summer camp!

This month's edition of Kite Tails focuses on the fundraising campaigns and support programs that are executed in July but make a large impact on the lives of children battling cancer and their families in the month of December! The funds raised from our Holiday Card Campaign enables us to provide a memorable holiday experience for over 100 families each year. The best of all gifts around any Christmas tree: the presence of a happy family all wrapped up in each other.

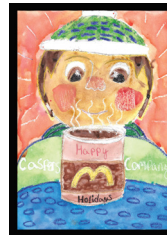
With over 13,500 children being diagnosed with cancer annually, which is more than a classroom of kids a day, the Children's Cancer Center recognizes that the spirit of Christmas needs to be celebrated all year long. Christmas in July is about brightening the hearts of children and their families with laughter, it is about warming their hearts with cheer, and filling their hearts with memories that they can treasure throughout the year.

~Patty O'Leary, Executive Director

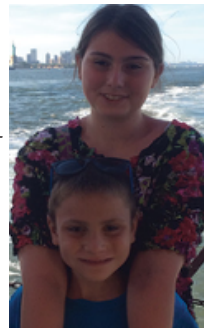
## Kid Tales: Holiday Cards Designed by CCC Kids Warms the Hearts of Others!

For 35 years, local children battling cancer and their siblings have had the opportunity to draw holiday themed pictures and submit them in the month of July to the Children's Cancer Center. Four holiday cards are chosen every year and are subsequently sold in over 104 Publix stores in the greater Tampa Bay area. Custom cards are also available for companies or families who want to have one created by a child served by the center. The card will include your company's logo or your family's name, brand, colors, a personalized message and the child artist's bio on the back of the card.

The cards are a wonderful way for you to support local kids in our community while spreading holiday cheer to your friends, family and business associates.



Our featured artist, Elizabeth, designed a holiday card for Caspers Company/McDonald's. Elizabeth is 14 years old and in the 9th grade. She is the brave, older sister of Sean who is a survivor of ALL leukemia. Elizabeth is in the CAPs program and on schedule to graduate high school



*Elizabeth, 14 & Sean with ALL leukemia*

with enough credits to enter college with a 2 year degree. She is a strong advocate for Childhood Cancer Awareness and travels the United States to speak about it. If you would like to have a child, like Elizabeth, design your business or family's holiday card, please visit: [www.childrenscancercenter.org/holiday-cards/](http://www.childrenscancercenter.org/holiday-cards/) 100% of the net proceeds benefit the Children's Cancer Center family and children battling cancer.

Thank you to our partner, Publix!

**Publix**

## Register this July to JOIN THE HERD... RUN FOR THE KIDS!

Join us for Tampa Bay's most unique chip timed 5k race and 1 mile walk! It is not every-day that you can run with a herd of upright, soft and huggable Chick-fil-A cows through scenic downtown Tampa and onto beautiful Bayshore Blvd! The pre-race celebration, post race party, dancing cows, dry fit shirts, and complimentary Chick-fil-A sandwiches are just a few of the reasons to join the herd and run for the kids! Your participation will allow us to continue to raise the necessary funds to provide emotional, financial, and educational support for children and their families battling childhood cancer; Just like Isaiah photographed below.

The inception of this event was in 2012 and with the ongoing partnership and sponsorship of Chick-fil-A we have been able to raise \$245,500 in net proceeds for our support programs.

This race is for runners and walkers of all ages and experience. From the elite runner to the novice walker, you will find this event to be a memorable experience so get prepared! So, eat more chicken, register for the race, and join the herd on September 10th and run for the kids.



*Isaiah, age 4 with Neuroblastoma*

## Your Donations In Action: July Kite Camp Spirits are Soaring



*25 children on active treatment, their siblings, volunteers and staff*

Please join us for Christmas in July by making a donation, purchasing a custom holiday card created by a child artist, or volunteer your time to one of our 24 support programs. For additional opportunities, please visit our website at [www.childrenscancercenter.org](http://www.childrenscancercenter.org)