

DID YOU SIGN
UP FOR E-NEWS?

Ways to Support
PCFLV

- **United Way:** enter charity code 42264 under restricted contribution
- **Search & Shop** online using goodsearch.com and designate PCFLV
- **Shop at your favorite store** using www.IGIVE.com and designate PCFLV
- **Designate PCFLV** as your charity of choice when you sell on EBAY
- **Donate online** at www.PCFLV.org or via mail
- **Host a Fundraiser** to support PCFLV

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Pediatric Cancer
Foundation of the
Lehigh Valley, Inc.

VOLUME 4, ISSUE 1

SPRING/SUMMER 2010

Giving Cancer a Run for Its Money

Forget the fundraising, forget the gorgeous weather, forget the endless hours in preparation ...what stands out most in my mind about the 1st Annual PCFLV 8K Run/5K Walk is the people. Yes, 900 amazing people, walkers, runners, fun runners — grown ups and kids alike— came out to support PCFLV and our 1st Annual PCFLV 8K Run/5K Walk/Fun Run. The sheer number of people made the energy and the day so amazing for our foundation and the awesome families we serve.

Our plan was simple...raise money to send local families to Camp Sunshine. The result was anything but simple and we were able to send 5 local families to Camp Sunshine this year, an awesome respite camp in Maine. There are so many to thank for all the help and support for our day: The Finish Line, Aardvark Sports Shop, The Little Gym, Susquehanna Bank, Lehigh Valley Iron Pigs, Jay H.

Gilbert and Family, Tallman Hudders & Sorrentino, Stew's Tire Center, Step in 4 Mor, the Ironton Rail Trail, the Coplay Borough, LA Fitness, Kristine Ortiz, our countless volun-



Getting Ready to Start the 8K

teers and committee members and all those who came out to run, walk or just enjoy the energy. Special thanks to Sharon Geroulo our Race Director and all the awesome businesses who supported our raffle .

Extra special thank you to Team Bross Captain, Chris Dalton, who rallied Team Bross to 150+ in support of Peter Bross.



Team Bross Captains Chris & Megan Dalton receiving their Award

Awards were presented to the two male and female winners overall as well as in various age categories. Awards were also presented to top fundraising team (Team Bross), largest team (Team Bross) and most spirited team (Michael's Monarchs). To everyone who made the day extra special, thank you so much for your support—we cannot wait till next year!!!

2nd Annual Golf Outing Weathers the Storm

Our 2nd Annual Golf Outing on Monday May 3, 2010 met with some unexpected thunderstorms and rain. Luckily, the weather cleared up in time for us to tee off only 2 hours later than anticipated. Attended by 72 golfers, our event raised \$5,000 toward general operating and programming expenses. Special thanks to our Title Sponsor, Sports Illus-

trated, our Event Sponsors: Martin's Chips, Brown Daub Kia, and Grille 3501, our Beverage Sponsor: Coca Cola Company, Hole Sponsors: Iron Pigs, Susquehanna Bank, Camelback/Camelbeach, Keller Williams/Lucia Simon, Budd Realty Inc., Sunrise Diner, Krochowitz Family, Keith "Jake" Boyer Ph.D., Safeguard Business, Alan Kunsman Roofing, Lehigh

Valley Style Magazine, Singer, Corporate Images, Balliettsville Auto Service and Joshua Hill and the Lehigh Valley Basketball School in Honor of Ryan Zawada . Extra special thank you goes to the Hercik Family, Team Lilly, all our raffle sponsors, our golf committee, Crystal's Clear Photography and Green Pond Country Club.

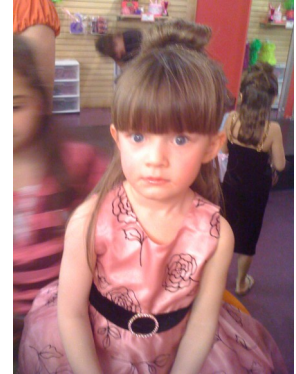
Mark Your Calendars for Next Year's Golf Outing: May 9, 2011

The Divas Take the Runway

Take fabulous couture outfits, amazing updos, manicures, top hit music and 25 amazing little girls and what do you get? A super Diva Party at Sweet & Sassy. This year's annual Diva Party was a smashing hit with a bunch of amazing girls as they dressed up and strutted their stuff on the runway, danced their way through some top hit songs and then enjoyed each

other's company over some yummy food and drinks. This special program is all about reminding these little girls that they are special, amazing and deserve to be pampered too. Special thanks to Mita and her great staff at Sweet & Sassy for helping to make our night a success. Want to ensure next year's success? Consider donating toward next year's Diva Party

when we again make all their dreams come true...at least for one night!!



Velocity Sports Opens Their Doors and Hearts

It was a Sunday afternoon in March—one like no other. The awesome team at Velocity Sports, under the direction of Nik Lasso, opened their doors to 24 PCFLV kids for an evening of fun, fitness and fabulous. Three Velocity team members, Jared, Devon & Nik, headed the various age

groups through obstacles, games, relays, and drills, along with an intro yoga class led by Paula Tepedino. The kids had so much fun they forgot they were exercising, they forgot they were moving and they enjoyed the friendships and all the exciting activities. A win win in our books —

their bodies enjoyed the necessary strength training, balance and coordination drills, their minds enjoyed the contagious laughter and silliness and they all had FUN, a focus of all our programs to make sure that kids are being kids and together LIVING!

Thank you VELOCITY!!!

Chemo Circus Enters 3rd Year



Our chemo circus program has entered its 3rd year and we are so excited about the development of this program. This program was set up to help combat fear, anxiety and stress during chemotherapy

treatment at the local hospital. Not only have we grown the program to include the inpatient pediatric floor at the hospital, but we have been able to increase the amount of times each month we can offer this program. Simple in design, we come armed with the basic tools: a clown for laughter, a masseuse for relaxation, an art teacher for creativity and a whole bunch of volunteers with lots of tricks up their sleeves. Top it off with pizza and goodies and it makes for a fun day. Our full-day Big Top

Chemo Circus program will again hit the hospital grounds August 4. All volunteers are welcome to call to help: 610-393-9215.



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Caregiver YOGA

Yoga has sometimes been called a trend or a fad but studies confirm its importance and benefits not only in breathing, flexibility, strength, but also in concentration and stress.

Those are a few of the reasons we launched our caregiver yoga program targeted to provide a relaxing, safe environment for caregivers to download and distress in a constructive setting.

Caregivers are subject to injury and burn-out by the nature of their duties. They often place their needs second to those they care for and can end up with a lot of stress and tiredness. Our classes provide a free child program to make attendance for families easier and have a go at your own pace plan. Our goals are simple: to encourage breathing and distress

through the fundamentals and practice of yoga. Taking this time for yourself, whether through yoga or another discipline, help us all be better caregivers to ourselves and our children. PCFLV hopes to continue this program and broaden it to include yoga for the children too.

Mom's & Dad's Night Out

In a paper compiled by Drs. Dale Lund and Scott Wright – experts in the field of caregiving analysis -- it states that respite benefits both caregivers and their loved ones. It further states that to be most effective, caregivers should consider accessing services early in their caregiving experience. Lund and Wright have found that caregivers need

sufficient and regular amounts of respite. PCFLV has been trying to offer more opportunities for caregivers including date night. In partnership with The Little Gym, PCFLV has been able to provide dining experiences for the parents 3-4 times per year which allow them to connect with each other and other parents. The children

attend a specialized customized program at The Little Gym, based on their non-competitive curriculum designed to build motor skills while having fun, and simultaneously fostering enhanced emotional, intellectual and social skills. Both children and parents end the evening recharged and focused for tomorrow's challenges.





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Enabling Children with Cancer to LIVE!



**SAVE
THE
DATE**

8/4
**BIG TOP
CHEMO
CIRCUS**

8/21
**KICK
FOR
KANCER**

To Volunteer or learn more contact PCFLV, 610-393-9215 or email: njronco@pcflv.org

Racing with a Cause

-by Alec Bartholomew

Hello my name is Alec Bartholomew I am 13 years old and I race a 600 excel modified. This is my first year with this car after 7 years of 1/4 midget racing. During my 1/4 midget racing career I won over 150 feature races, and have decided to expand my racing to the 600 modifieds. I attend Orefield Middle School where I am in the seventh grade. I have participated in three races with the 600 modified thus far and my first career win was on May 8th, only my second race in this class. The much appreciated



Alec with his race car (and his "fans") ...raising PCFLV awareness !!

sponsors for our 600 modified are AJB Plumbing, The Inside Scoop, **The Pediatric Foundation of the Lehigh Valley**, ABE Doors and Windows, TB Mobil Fab, Pavlak Law Offices, William Signs, and Angel 34 .

Around Town...

SAVE THE DATE
PEDIATRIC CANCER AWARENESS MONTH



September
9, 2010
5:30 pm
Banana Factory

COLOR MY WORLD GALA

CELEBRATE
Pediatric Childhood Cancer Awareness Month

Art Gala with Live Auction to sell Artwork created by local cancer children and families

Check website for more details coming soon: www.PCFLV.org