



## The Gold Ribbon Campaign

### INTRODUCING THE INAUGURAL "GOLD RIBBON CAMPAIGN"

to raise awareness and funds for those affected by the hardships of childhood cancer in the Tri-Counties, Teddy Bear Cancer Foundation hosted a reception on September 10th at Union Bank's Community Partners Room to kick off their eight week campaign that runs through October 31st in conjunction with National Childhood Cancer Awareness Month.



**Hank Blanco**, TBCF Treasurer; **Jim Bechtel**, Wells Fargo and Teddy Bear Cancer Foundation Board President; **Isabella Mireles**, survivor; **Sandra Andrade**, whose daughter (not pictured) was able to benefit from the TBCF; **Briana Rodriguez**, survivor; **Lindsay Guerrero**, Executive Director TBCF, and **Randy Weiss**, Union Bank.

"We at TBCF are very committed to our families in the Tri-Counties," shared Executive Director Lindsay Guerrero. "We believe that raising awareness of childhood cancer in our community will ignite support for us, which in turn will enable us to provide support to these families during the difficult period of cancer diagnosis, treatment and recovery."

Teddy Bear Cancer Foundation's Gold Ribbon Campaign aims to educate 250,000 individuals in the Tri-County region about the critical need to create supportive communities for families who are experiencing childhood cancer, and to raise \$200,000 from a minimum of 1,000 individuals throughout the region.

To donate visit [www.teddybearcancerfoundation.org](http://www.teddybearcancerfoundation.org) or call 962-7466 or simply make a donation today on your cell phone text the word TEDDY in message to 51400.