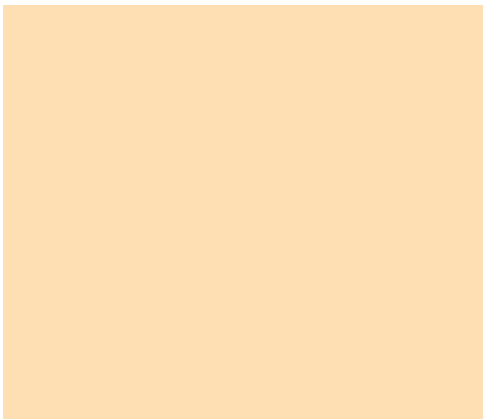


# *Solving Kids' Cancer* **LACE UP FOR KIDS**

*2019 Awareness Campaign*



**CARE.  
WEAR.  
SHARE.**

# #LACE UP FOR KIDS

Get involved!  
Just Care, Wear, and Share!

September is Childhood Cancer Awareness Month and is globally represented by the color gold. To raise awareness, Solving Kids' Cancer (SKC) started the "Lace Up For Kids" social media campaign in September 2017. Gold shoelaces were sent to interested participants, both nationally and internationally, in support of all children fighting cancer. SKC simply asks all participants to swap out their shoelaces to gold and post their participation on social media to help raise awareness.



Lace Up For Kids this September!  
Share your laces on social media & tag Solving Kids' Cancer.  
#LaceUpForKids #CareWearShare



# LACE UP FOR KIDS BY THE NUMBERS

The 2018 #LaceUpForKids resulted in millions of social media impressions. Throughout the month of September photos of participants with their gold laces were posted and then shared all over the world.



**20,000**

Pairs of gold shoelaces sent to participants for the 2018 "Lace Up For Kids" awareness campaign

**7,500**

Pairs pre-ordered for the 2019 campaign

**27**

Social media Influencers who swapped out their laces to gold in support of Childhood Cancer Awareness Month

**38**

States received gold shoelaces during the 2018 campaign

**9**

Countries that received gold laces in 2018

**100<sup>+</sup>**

Participating sports teams, gyms, youth groups, schools, hospitals, childhood cancer families and other organizations

**407%**

Increase in donations throughout September

**2,500<sup>+</sup>**

Participants who shared their gold shoelaces on social media

**5,000,000<sup>+</sup>**

Impressions participants' photos made across all social media platforms

# WE ARE SOLVING KIDS' CANCER

UNDERSTANDING THE LANDSCAPE.  
STRENGTHENING THE SCIENCE.  
CURING THE CHILD.

It's not just our name,  
it's our mission.

Solving Kids' Cancer is not just our name, it's our mission. We focus on aggressive childhood cancers with low survival rates—because Every Kid Deserves to Grow Up®. SKC helps accelerate new, next-generation treatments, including immunotherapy, cancer vaccines, and new drug combinations by applying an understanding of the global childhood cancer research landscape to wisely invest in innovative projects.

Founded by two fathers who lost their children to cancer, Solving Kids' Cancer identifies and addresses the areas of greatest need for children fighting today, as well as those not yet diagnosed. Our proactive agenda puts the child at the center of everything we do. We collaborate with researchers and institutions around the world to ensure that we are funding the most promising research, reaching more children, and solving kids' cancer sooner.

## PROGRESS SINCE 2008

Today, even with the best available therapies, only half of the children diagnosed with the deadliest childhood cancers will survive beyond five years. Families urgently need new options when standard treatments are no longer effective. SKC takes a comprehensive approach to finding solutions. We comb the research landscape to identify new drug combinations, delivery techniques and novel treatments with the greatest potential to make a significant impact. Since 2008, SKC has funded 36 scientific research projects, 27 of which introduced new clinical treatment options for children battling the most fatal cancers.



**115**

COLLABORATING  
INSTITUTIONS

**8**

CHILDHOOD CANCERS  
IMPACTED

**15**

COUNTRIES  
WORLDWIDE

# PRESENCE IN THE RESEARCH LANDSCAPE



VICTOR CRUZ, JASON PIERRE-PAUL,  
MAXWELL

## SKC participates in consortiums, coalitions, and committees worldwide:

Member, Pediatric Drug Development, "Fit for Filing," ACCELERATE Working Group (2019-2020)  
Member, Pediatric Central Review Board, National Cancer Institute (NCI), (2015-present)  
Drug Appraisals, National Institute for Health and Care Excellence (NICE), (2015, 2016, 2018)  
Patient Expert, National Cancer Research Institute (NCRI), (2015-present)  
Pediatric Cancer Working Group Steering Committee, American Association for Cancer Research (AACR), (2015-2018)  
Member, Society for Immunotherapy of Cancer (SITC), (2013-present)  
Founding Member and Board Member, Coalition Against Childhood Cancer (CAC2), (2012-2019)  
Patient Representative, Drug Label, FDA, (2010-present)  
Member, Pediatric Oncologic Drugs Advisory Committee, (ODAC) FDA, (2010-present)  
Member and Chair, Advisory Council, New Approaches to Neuroblastoma Therapy (NANT), (2010-present)

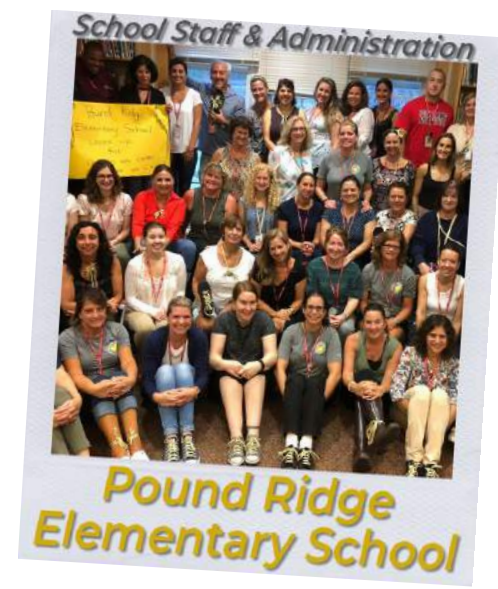
## SKC has been invited to present at conferences and participate in meetings around the world:

Advocate, Medulloblastoma in the Mountains, Whistler, Canada (2019)  
Participant, 7th ACCELERATE Pediatric Oncology Conference, Brussels, Belgium (2019)  
Panel Member, Closed Preclinical Drug Development, AACR Pediatric Cancer Working Group, Atlanta, GA (2019)  
Advocate, International Multi-stakeholder Workshop, ITCC-P4, Amsterdam, Netherlands (2018)  
Participant, Pediatric Cancer Round Table, Canadian Institute of Cancer Research (CIHR-ICR) Ottawa, Canada (2018)  
Panel Member, Relapse Road, ANR/CNCF Parent Education Conference, San Francisco, CA (2018)  
Panel Member, FDA/OCE Public Meeting on Relevant Molecular Targets in Pediatric Cancers, Silver Spring, MD (2018)  
Panel Member, 2nd Pediatric Precision Oncology Conference, New England Journal of Medicine forum, Scottsdale, AZ (2018)  
Presenter, FACTOR Osteosarcoma Conference, Collaborative Funding Model, Miami, FL (2018)  
Presenter, International Society of Pediatric Oncology (SIOP), Oral and Poster Sessions, Washington, DC (2017)  
Panel Member, AACR Annual meeting, Pediatric Cancer Drug Development, New Orleans, LA (2016)  
Organizing Committee and presenter, CAC2 Research Conference, Cold Spring Harbor, NY (2016)  
Advocate Member, AACR Pediatric Cancer Predisposition Workshop, Boston, MA (2016)  
Presenter, Parent Decisions: Breaking Bad News, Advances in Neuroblastoma Research (ANR), Cairns, Australia (2016)  
Panel member, NCI Genomics Workshop, Advocate, Embryonal tumor pane, Bethesda, MD (2015)  
Presenter, Bristol-Myers Squibb Advocate Council meeting, Philadelphia, PA (2015)  
Presenter, The International Society for Pediatric Oncology (SIOP), Auckland, New Zealand (2011)  
Presenter, Neuroblastoma Children's Cancer Alliance/SKC EU, London, UK (2011-2018)  
Presenter, Children's Neuroblastoma Cancer Foundation (CNCF), (2010-2012)  
Educational Presenter, American Association for Hematology/Oncology Nurses (APHON), Chicago, IL (2011)  
Educational Presenter, Children's Oncology Group (COG), Anaheim, CA (2010-2012)

## NOTABLE SKC SUPPORTERS

- AARON BURRISS, YOUTUBE INFLUENCER
- ALEX WASSABI, YOUTUBE INFLUENCER
- ALEX LUNDQVIST, MODEL
- ASHLEY LIAO, ACTOR
- BROOKLYN NETS KIDS, DANCE TEAM
- CAROLINA HERRERA, FASHION DESIGNER
- DAVID KIRSCH, CELEBRITY FITNESS TRAINER
- DOCTER MIKE, SOCIAL INFLUENCER
- DON LEMON, JOURNALIST
- FREDERIQUE VAN DER WAL, MODEL
- HENRIK LUNDQVIST, NHL
- JASON PIERRE-PAUL, NFL
- JOSH LUCAS, ACTOR
- LEE CLOWER, PHOTOGRAPHER
- LILY CHEE, YOUNG ELECTRA, MODEL
- MATT ENRIQUEZ, YOUTUBE INFLUENCER
- MIYA CECH, ACTOR
- NOAH SCHNAPP, ACTOR
- ROONEY MARA, ACTOR
- SCHYNAIDER GERNERO, BRAZILIAN MODEL
- SHARAM DINIZ, MODEL
- STEPHEN FERBER, FASHION DESIGNER
- TONI TRUCKS, ACTOR
- VANESSA MERRELL, YOUTUBE INFLUENCER
- VERONICA MERRELL, YOUTUBE INFLUENCER
- VICTOR CRUZ, NFL

**For more information please  
contact Natalie Agudo at  
nataliea@solvingkidscancer.org.**



TO PARTICIPATE OR LEARN MORE CONTACT:  
NATALIE AGUDO  
NATALIEA@SOLVINGKIDSCANCER.ORG



1 EAST 53RD STREET, FIFTH FL  
NEW YORK, NY 10022  
WWW.SOLVINGKIDSCANCER.ORG  
212-588-6624