

Sun-Sentinel

{ Society Scene }

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Young cancer patient receives assistance from Jessica June Children's Cancer Foundation

The Jessica June Children's Cancer Foundation (JJCCF) held a "Share The Joy" ceremony for Valentina Londono, a young girl fighting Stage IV Rhabdomyosarcoma which is a form of cancer that attacks muscles attached to bones. Christie Parsons, a 17-year-old student of St. Thomas Aquinas High School, had raised money to help the 14-year-old and her family with emergency financial assistance to cover rent and utilities. She presented a check for \$2,000 to the family.

Parsons had been hospitalized during the summer of 2008, believing she had cancer. After being tested, she was diagnosed with a severe case of acute ITP (Idiopathic Thrombocytopenic Purpura), an abnormally low blood platelet count. Her close encounter with cancer inspired her to raise funds for childhood cancer and give back to local kids in need. She contacted JJCCF and raised funds through her involvement with softball by requesting donations for RBIs4Cancer.

The JJCCF provides emergency financial assistance for children fighting cancer to ensure access to basic human necessities. Additionally, the foundation advocates for and raises awareness of childhood cancer.

Share The Joy is an initiative of JJCCF that targets businesses and organizations to provide a simple way for them help a family in need while maximizing their marketing budget.

For a donation of \$2,000, the company or organization adopts a family that includes a child who is fighting cancer. The entire donation is used by the family to pay for immediate expenses, such as rent, food and utilities. A check presentation to the family is held at the donor business location. The event provides an opportunity for the donor to communicate to its employees, customers, potential customers and community that their business is a good corporate citizen.

For more information, call 954-593-5603 or visit www.jjccf.org.