



SOMETHING YELLOW, THE KEVIN CORDASCO FOUNDATION PARTNERS WITH THE LEUKEMIA & LYMPHOMA SOCIETY TO FIGHT CHILDHOOD CANCER

Calabasas, CA (April 26, 2016) – Something Yellow, the Kevin Cordasco Foundation and The Leukemia & Lymphoma Society (LLS) have formed a partnership to fight against childhood cancer. Something Yellow will work with LLS to help fund childhood and adolescent patient services. This will enable families to be more comfortable during the fight against cancer as well as aiding in improving the quality of life for children going through their medical treatments. 100% of the funds raised by Something Yellow will go directly to LLS.

Kevin Cordasco, who grew up in Calabasas, California, had Neuroblastoma and lost his battle in March 2013 at just 16 years, 7 months old. During his struggle, Kevin shared his story openly and spoke out for childhood cancer. As a whole, childhood cancer receives less than 5% of the US funding for all cancers.

“LLS funds treatments that are saving the lives of patients today,” said Alana Seger, Executive Director of the LLS California Southland Chapter. “LLS is accelerating cures by providing patient support services, advocacy for lifesaving treatments, and the most promising cancer research anywhere. And it’s all happening now.”

Something Yellow is committed to bringing attention to the Heroes of Childhood Cancer. Proceeds from fundraisers throughout the year, especially during September which is childhood cancer awareness month, support projects that improve life for children, teens and adolescents battling cancer and also support the research community with hopes of finding a cure. Something Yellow empowers everyone to get involved, make a statement and make a difference for our heroes by wearing something yellow.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® (LLS) is the world’s largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin’s disease, and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, New York, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients

should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

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