

# KNOW THE GOLD

## SEPTEMBER IS CHILDHOOD CANCER AWARENESS MONTH

Please help the Northern Nevada Children's Cancer Foundation raise funds and awareness for childhood cancer. Starting September 1, 2019, through January 31, 2020, all contributions to NNCCF's Know the Gold Campaign will be **matched dollar-for-dollar** by the William N. Pennington Foundation, up to \$400,000.

**We ask you to participate by following one or more of these steps!**

- 1 Hang an awareness wreath** - Display on the front door, lobby or reception area of your business for the month of September.  
*NNCCF will supply your awareness wreath at no cost.*
- 2 Host a fundraiser** - What can your business do to raise funds and awareness of childhood cancer in northern Nevada?  
*Example: Holding a change drive, buy-out of wearing work attire, donating 10% of proceeds, etc.*
- 3 Go gold on social media** - Engage your followers about how you are making an impact by helping local children with cancer.

Tag **@NVKidsCancer** Hashtag **#KnowtheGold**

For more information please contact [Shirley@nvchildrenscancer.org](mailto:Shirley@nvchildrenscancer.org)



The Northern Nevada Children's Cancer Foundation (NNCCF) is the region's only 50(c)3 nonprofit dedicated to helping local children and families affected by childhood cancer. Its goals are to alleviate the financial and emotional strain of childhood cancer by providing financial assistance, emotional support, advocacy for increased research funds, and awareness of childhood cancer. NNCCF encourages ongoing enrichment for children and young adults diagnosed with cancer through educational and scholarship programs.