



Children's Neuroblastoma
Cancer Foundation

For Immediate Release

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**CNCF PARKS PORTAL MAKES IT EASY FOR NEUROBLASTOMA
FAMILIES TO STAY CONNECTED, RAISE MONEY FOR A CURE**

Join The Mission To Bring "More Sunny Days" To Children With Cancer

BLOOMINGDALE, IL - The Children's Neuroblastoma Cancer Foundation (CNCF), a nonprofit that funds neuroblastoma education, awareness and research programs, introduces **CNCF Parks**, an online portal where children and families affected by neuroblastoma can create a virtual park in their child's name. The site was created both as a fundraising tool and a way for neuroblastoma families and patients to connect with friends and family, including those also coping with the disease.

Playing in the park is a child's rite of passage. The slogan "More Sunny Days" takes into account the physical limitations neuroblastoma places on its young victims. Families can create a virtual park with their child's picture, biography and a message board where visitors can post and leave comments. With each donation, the child's park will populate with an avatar holding a kite or a balloon.

Neuroblastoma is a cancer that strikes mainly infants and toddlers but can remain a threat through young adulthood. It forms in immature nerve cells and manifests as tumors most commonly in the adrenal glands above the kidney, as well as in nerve tissues in the neck, chest, abdomen or pelvis. It's responsible for 15% of all childhood cancer deaths. Its cause is unknown. Nearly 70 percent of children diagnosed with neuroblastoma are in the advanced stage of the disease. Less than 40 percent of patients with advanced disease live five years.

The park created by the parents of Hans Weberling has raised more than \$14,000. Hans' mother, Lara, wrote a passionate letter that she sent to her network of friends and family, directing them to Hans' park to donate.

"I only asked people for \$5, but only one person gave \$5; most gave much more than that," Lara said. "People do want to help but don't know what to do. My mom believed in my work so much, she wrote a check for \$1,500, and she's a schoolteacher."

Hans, 8, lost his battle with neuroblastoma in 2012, but his park lives on. Parks have been created to honor current patients, survivors, as well as 'angels' like Hans. CNCF President Pat Tallungan created a park in honor of her son, Nick, who died in 1999 at age 10. She helped found CNCF in 2000 *to keep families informed about the disease, connect them to doctors and new treatment options, and to raise awareness and funding for neuroblastoma research.*

"Neuroblastoma doesn't get the government and public support that more prevalent cancers get, so it's really up to the neuroblastoma community to beat the drum about our efforts and the critical need for resources," said Tallungan. "With CNCF Parks, we want families to feel empowered with the hope that unites us all to defeat this terrible disease."

Visit CNCF Parks at www.cncfparks.org. For more information about CNCF, go to www.cncfhope.org, or email info@cncfhope.org.