



Press Kit

Creating Smiles for Those in
the Fight Against Cancer

About Card Care Connection

- **Mission:** "Card Care Connection is devoted to enriching the lives of those affected by cancer by providing caring cards and care packages with hopeful messages to those who are fighting cancer." Our program's goal is to offer encouragement through our uplifting service.

Milestones

- Web presence: First blog posted July 2011, website created July 2012
- 13,000 cards collected by April 2014
- Bundles of Cheer program launched in December 2013
- Volunteer staff: 10 board members, over 250 volunteers, card making groups and sponsors

Cancer Statistics

- In the U.S., half of all men and one-third of all women will develop cancer
- Each year there are nearly 1.5 million new cases of cancer diagnosed

Recipients

- Any person with cancer at any stage of the disease process can qualify as a potential recipient, regardless of age, income or geographical restrictions

Card Makers

- Individuals and groups are encouraged to make cards on their own or organize card events
- Card makers have included religious groups, cancer survivors, youth groups, sororities, private card makers, retirement facilities, and senior day programs

Bundles of Cheer

- Individuals, groups and businesses are encouraged to donate travel-sized items to be included in practical care packages for men, women and children
- Donation items have included pillowcases, nail polish, lip balm, lotion, socks, toys, etc.

Ways to Help

- Making Cards: Many groups feel a sense of purpose and fulfillment
- Bundles of Cheer: Corporate sponsors receive recognition and are able to contribute products
- Donating Money: All funds donated go to identifying potential recipients, postage and supplies
- Donating Card Making Supplies: Supplies will be shared with card making groups
- Beauty Bash: Annual fundraiser includes sponsorships and other opportunities for participation

Connect with Us

- Website: www.cardcareconnection.com

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