



Press Kit

Creating Smiles for Those in
the Fight Against Cancer

About Card Care Connection

- Card Care Connection provides support and encouragement to those who are facing the challenge of a cancer diagnosis
- Designed to help people cope with their illness, especially those with limited coping abilities and support systems
- **Mission:** "Card Care Connection is devoted to enriching the lives of those affected by cancer by providing caring cards and hopeful messages to those who are fighting cancer"

Milestones

- Web presence: First blog posted July 2011, website created July 2012
- 1,400 cards collected by July 2012
- Nonprofit status: Official registration (state level) September 8, 2011
- Volunteer staff: growing team, 7 board members, over 25 card making groups

Cancer Statistics

- In the U.S., half of all men and one-third of all women will develop cancer
- Each year there are nearly 1.4 million new cases of cancer diagnosed

Recipients

- Any person with cancer at any stage of the disease process can qualify as a potential recipient
- No income, age, or geographical restrictions
- Emphasis on targeting individuals with limited support systems and/or coping abilities

Card Makers

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

Ways to Help

- **Making Cards.** Many groups feel a sense of purpose and fulfillment when they can brighten a person's day
- **Donating Money.** All funds donated go to postage, supplies, and identifying potential recipients
- **Donating Supplies.** Supplies will be shared with card making groups

Connect with Us

- Website: www.cardcareconnection.com
- Facebook and Blog

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