



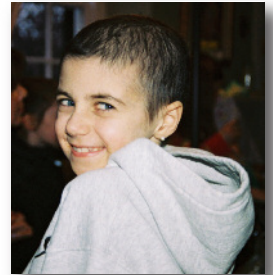
# Alex's Lemonade Stand

FOUNDATION FOR CHILDHOOD CANCER <sup>TM</sup>

Spring 2011

## 2011 – A YEAR OF RENEWED ENTHUSIASM, AND HOPE.

Last year we commemorated a milestone year in our history, we marked the 10 year anniversary of Alex's very first front yard lemonade stand to contribute to a cure for all childhood cancers. It was a year of celebration, remembrance and served as a vivid reminder of exactly why we are here – to save and better the lives of children battling cancer.



As we celebrated 10 years of lemonade stands, we also faced somber moments when remembering Alex, who started it all, and the thousands of other children who have also lost their lives to childhood cancer. In fact, even as we entered 2011, we got the news that a few of our hero cancer fighters had passed away. It only reminded us of the importance of our supporters, and what each and every one of you is contributing to this fight. These kids are just beginning their lives, and they deserve long, happy ones!

So, on that note, we are moving into 2011 with renewed dedication and enthusiasm toward changing the landscape of childhood cancer. We have several new and exciting things on the horizon for 2011, including new sponsors, new supporters and new events that will bring more attention to this epidemic. As always, we cannot thank you enough for your continued camaraderie and we look forward to making this year our best yet.

Here's to kicking off the summer fundraising season right, and to finding those better treatments and cures within the next 10 years. Thank you for your continued support and commitment.

Sincerely,  
Liz & Jay Scott  
*Alex's Parents*

## 8TH ANNUAL LEMONADE DAYS

It's nearly that time again – the 8th Annual Lemonade Days national fundraising weekend is slated for June 10-12, 2011. While anytime of year is the perfect time to hold a lemonade stand, Lemonade Days sees thousands of volunteers across the country host stands in an effort to raise \$1 million in just three days. This fundraising event grew out of Alex's mission to raise \$1 million in 2004, and continues that mission annually. We hope you will join us in keeping the mission of \$1 million alive in 2011 by signing up to host a stand during Lemonade Days! We are aiming for a stand in every state. Help us get there by signing up today!

If you're in the Philadelphia area during Lemonade Days, see where it all began by visiting Alex's "Original" Lemonade Stand on Saturday, June 11, 2011 at the elementary school Alex attended, Penn Wynne.

## RUN, BIKE, SWIM, FIGHT CHILDHOOD CANCER!

Are you an athlete looking for a way to support ALSF without hosting a lemonade stand? If so, Team Lemon might be right for you! Team Lemon invites athletes of all calibers to raise funds for the foundation while preparing for your next race. Whether you're a runner, cyclist, swimmer or just running in a local 5K, why not help fight childhood cancer, one athletic event at a time? Among the perks that come along with membership into Team Lemon is access to several sold out races. Currently, we have spots available in the Marine Corps Marathon and Philadelphia Marathon. For more information about Team Lemon, visit [www.TeamLemon.com](http://www.TeamLemon.com).



[www.AlexLemonade.org](http://www.AlexLemonade.org)

## MAKING A DIFFERENCE, ONE RESEARCH GRANT AT A TIME!

**T**hrough the support of our lemonade stand hosts, volunteers and sponsors everywhere, Alex's Lemonade Stand Foundation has been able to fund over 150 research projects at leading hospitals and institutions, as well as create a Travel Fund and provide families with various resources as they face uncharted territory. We have seen impressive results over the last two years from the research we have funded, and have exciting news to share!

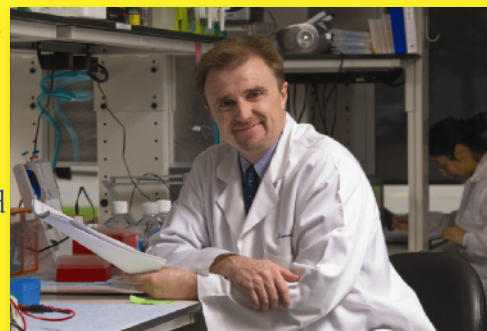
*Nature*, an international journal with original, groundbreaking research spanning all of the scientific disciplines, recently announced the most relevant recent discoveries in all fields of cancer research in their list of top cancer papers. We are proud to report that two Alex's Lemonade Stand Foundation projects examining childhood cancer are among them! Congratulations to Dr. Yael Mossé of The Children's Hospital of Philadelphia and Dr. Will Parsons of Baylor College of Medicine (formerly Johns Hopkins University) for this great accomplishment! These papers were among only 19 named examining which advances in cancer biology, drug discovery and clinical practice have been the most important across all cancers within the last two years.

## A GRANTEE IN THEIR OWN WORDS

**Laurence J.N. Cooper**

*MD Anderson Cancer Center*

**T**he Alex's Lemonade Stand Foundation (ALSF) has been a terrific help in our Immunotherapy Program as their monies have been instrumental in providing not only support for laboratory science, but importantly also funding for our translational efforts. Our program at the MD Anderson Cancer Center (MDACC) in Houston, Texas, is focused on applying immunology that is discovered at the bench so that it can be applied at the bedside. Our work centers around using immune cells called, T cells, which can be manipulated outside of the body to improve their tumor-fighting ability. These cells can then be manufactured at clinical grade and returned to the patient to augment their immune response to their underlying cancer. ALSF has helped us with this work, as they have provided funding to the potency of the manipulated T cells. This work has led to two clinical trials in which T cells with specificity for tumor are infused into patients after hematopoietic stem cell transplantation. These studies are ongoing and provide a foundation for future work as we seek to cure pediatric cancer. On behalf of my patients and my program, I thank the ALSF for their support.



## MORE GRANT NEWS!

### **ALSF Introduces Pediatric Oncology Student Training Program**

ALSF is proud to announce the addition of a Pediatric Oncology Student Training (POST) Program for graduate and medical students in 2011. The program will target students who are interested in pursuing a career in the pediatric oncology field and who are looking for opportunities to continue their studies throughout the summer months. This is yet another way that ALSF is working to draw the best and brightest researchers into the field of pediatric oncology.

### **ALSF Hosts Nurse Researcher Workshop**

Inspired by Alex's experiences with her nurse, Patricia Brophy, the foundation is proud to host the 2nd Annual Nurse Researcher Workshop in Philadelphia on October 6 & 7, 2011. During the two day workshop, novice nurse researchers will have the opportunity to refine their research questions, gain knowledge about working with their institutions, practice disseminating findings and much more.

### **ALSF Seeks Applications for Nurse Researcher Grants**

In an effort to improve the quality of life and care for children with cancer and their families, ALSF has a grant program specifically for nurse researchers. With their unique view into the lives of patients, ALSF feels that it's important to invest in the research of these nurses, and is currently seeking applications for the 2011 grant cycle.

# THE REASONS BEHIND THE LEMONADE STANDS - OUR CHILDHOOD CANCER HEROES

It all started in the front yard of a young childhood cancer patient, and now volunteers across the country continue hosting lemonade stands to help other children battling the disease. These children are the reasons that Alex's Lemonade Stand Foundation exists, and here are two more reasons to hold a lemonade stand or get involved in the battle against childhood cancer this year!

## Julia Donohue

On June 2, 2010, the world welcomed a beautiful little girl named Julia Donohue. Four short months later, this happy and healthy baby girl began showing signs of what seemed like a stomach virus. Julia's parents, Bob and Claudia Donohue, took her to the emergency room on November 12, 2010. Several days later, their world was turned upside down. Julia was diagnosed with a rare form of brain cancer called, Gliofibroma. Tests revealed that Julia's cancer was not limited to her brain, but was also present on her spine. The cancer is so rare that only a handful of cases have been reported and there have been no cases of Julia's magnitude at such a young age.



On November 18, 2010, Julia had her first surgery to remove part of the tumor pressing on her brain. Since then she has endured two additional surgeries. The first surgery's purpose was to place an external shunt. When the external shunt did not work, a subsequent surgery was necessary to place an internal shunt. The placement of the internal shunt was a risky surgery because it may cause her tumors to spread to her abdomen. A fourth surgery is now being scheduled because Julia vomits with almost every feeding. She will undergo surgery to have a Nissen fundoplication and a G-tube. Hopefully, this will significantly reduce Julia's vomiting and she will finally be able to put on weight.

Julia now receives weekly chemotherapy treatments to help reduce the risk of the cancer spreading and to shrink, and hopefully eliminate, her tumors. Because the cancer is so rare, there is no established course of treatment. Therefore the doctors are trying one course of treatment, and if that does not produce positive results, they will have to assess the situation and find a new course of treatment. Since the cancer is so rare, if positive results are not found, the doctors are unsure what the next step may be. According to the present treatment protocol, Julia will be receiving treatments for the next year.

Through everything, this beautiful baby girl still manages to smile. When you are around her, her smile is infectious and can light up a whole room. Julia remains playful, happy and truly inspires everyone around her. For all of these reasons, Julia is our own little hero.

*Written by Alaina Marchio, Julia's Cousin*

## Gabriel DuBois

In November of 2009, Gabriel DuBois was an ordinary 8-year-old boy whose influence was limited to the kids in his second grade class. He did well in school, played with friends and loved to watch Sponge Bob. Yet, that changed in December when he was diagnosed with a rare lung cancer that only a handful of children had faced within the last fifty years. As word spread, the Christmas cards and well wishes began to arrive from around the world, some days filling boxes and boxes with envelopes carefully marked and ready to open. It wasn't, however, so much the cancer or the cards that increased his circle of influence, but the way he handled his situation. Despite the reality of his prognosis, Gabriel always kept his sense of humor, made sure his loved ones knew that he cared about them and even more amazingly, he changed the lives of thousands of people around the world as they shared in his journey. So the questions we will all have to answer some day: "Did it matter that I was here?" and "Did I make a difference?" - for Gabriel, although he passed away in April of 2010, we say a resounding "YES."



*Written by David Justus, Gabriel's Stepfather*



## STAND SPOTLIGHT

9-year-old Antonio Pebworth and his mother, Olivia Gonzales are hosting a series of events to benefit Alex's Lemonade Stand Foundation throughout 2011. They are not



strangers to childhood cancer, as Antonio was diagnosed with a form of the disease in 2004. He has since attained no evidence of disease status, and they continue their personal involvement by hosting fundraising events to contribute to a cure. In years past, the family has held lemonade stands and this year has set a goal of raising \$5,000. Along with Antonio's yearly lemonade stand, they are also hosting a virtual fundraiser, pancake breakfast, and a golf outing. Though Olivia has never held a golf outing before, she states "I do know a lot of golfers, so hopefully the event will be a success!" It is wonderful to see these fundraising efforts, but it is even more wonderful to see Antonio flourishing. He is doing well in school, playing basketball, and will celebrate his 10th birthday in August.



## THE GREAT CHEFS EVENT

On Tuesday, June 14, 2011, The Vetri Foundation for Children will once again bring culinary greats, including Tom Colicchio, Jose Garces, Aaron Sanchez and more, to Philadelphia to cook for childhood cancer cures. Not to fear, if you aren't in the Philadelphia area, check out LA Loves Alex's Lemonade on November 6, or Lemon: NYC on December 6.



## SPONSOR SPOTLIGHT

We are thrilled to have the continuing support of our many wonderful sponsors, many of whom host fundraising drives during "lemonade season." Check out our website, [www.AlexsLemonade.org/about/sponsors](http://www.AlexsLemonade.org/about/sponsors) for a full list of our sponsors and their happenings, and see below for some special events on the horizon.

### Applebee's & The Corner Bakery Cafe

For the seventh year in a row, The Rose Group and Apple American will raise funds and awareness for Alex's Lemonade Stand in their restaurants from July 5 – August 7, 2011. Customers who donate \$5 at participating Applebee's restaurants will receive \$5 off a future carside visit and be entered to win Applebee's for a year! Additionally, participating Applebee's and The Corner Bakery Cafe restaurants will donate 25 cents from every lemonade and frozen lemonado sold. Their efforts thus far have raised over \$2 million for the battle against childhood cancer!

### Rita's

For the month of June, Rita's will invite guests to help put a squeeze on childhood cancer at their 550+ locations by purchasing a paper lemon through a \$1 donation. Guests will have the opportunity to personalize the lemons, which will then be proudly displayed as a part of the store's "Wall of Hope." Since first getting involved with the foundation in 2006, Rita's has raised more than \$2.5 million for pediatric cancer research. Make sure to stop by a local Rita's in June to be a part of this fun and tasty fundraising event!

### Volvo

Volvo Cars of North America has once again presented ALSF with the opportunity to raffle off a brand new Volvo! Supporters will have the chance to win their choice of a brand new Volvo XC60, Volvo S60 or Volvo C70. The foundation is only selling 2,500 raffle tickets for \$25 each – those aren't bad odds! The winning ticket will be drawn at Alex's "Original" Lemonade Stand slated for Saturday, June 11, 2011. The winner need not be present to win. To purchase, call our office at (866) 333-1213.



## RANDOM ACTS OF GRATITUDE

Here's a new section of our newsletter, which we are calling Random Acts of Gratitude. In this section, we will give some short "shout outs" to some of our dedicated supporters.

- The Tobin School in Natick, Massachusetts raised \$304.75 during their annual Family Volunteer Fair. Great work!
- Students at West Chester University raised over \$1,300 by hosting a Powder Puff Tournament in April. What a fun fundraiser!
- Hero Ishani Sathianathan and her mom Dash Wallooppillai spoke about ALSF at the Miss Georgetown Pageant. Thank you for spreading the word and sharing your experience!
- The Neat Company donated 15 chairs to the Alex's Lemonade Stand Foundation conference room. Thanks for making our conference room even more comfy!
- Ancillae-Assumpta Academy of Wyncote, PA, hosted their 7th annual fundraiser for ALSF. Through their persistence, they have raised nearly \$35,000 since 2004!
- Power Home Remodeling Group has become a sponsor of ALSF! Power will donate one dollar per window, per square of siding and per square of roofing installed throughout the year!

Donate Today, Hold a Stand, or Visit Our Gift Shop!

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