MAINTAINING THE MOMENTUM

Wow, another summer lemonade season has flown by! Thanks to all of your support throughout the summer, we had another extremely successful season that raised millions of dollars to help fund childhood cancer research projects. As you’ll read about in this newsletter – these research projects searching for better treatments are proving effective! We’re excited to announce another potentially groundbreaking advancement that was made possible thanks to funds like the ones you donate to Alex’s Lemonade Stand Foundation.

Given the time of year, we thought the photo of Alex with her backpack on and ready for school was an appropriate one to include, but also bittersweet. Sadly, Alex and several other childhood cancer heroes did not have a first day of school this year. Summer and September, National Childhood Cancer Awareness Month, may bring about an increased amount of awareness to our cause, but please remember that there is no downtime for children with cancer. We must maintain our momentum year round to find better treatments and cures for all of these brave kids. Together - we are making a difference, thank you!

-Liz & Jay Scott (Alex’s Parents)

CHILDHOOD CANCER FACTS

Below is just a portion of our infographic noting the startling facts and figures behind the devastating disease. View the complete infographic at AlexsLemonade/childhood-cancer-facts.

GO BIG OR GO HOME: THE MILLION MILE RUN

This September, National Childhood Cancer Awareness Month, we decided it was time to “go big or go home.” To raise the profile of the need to support pediatric cancer research, we launched the Million Mile Run. More than 4,000 of our loyal supporters worldwide joined us by logging the miles they walked or ran throughout the month to help us reach our goal to collectively complete 1 million miles in one month. Why 1 million miles? We figured if Alex could raise $1 million in her short life, we would honor her ambition with the same goal.

At the time of this newsletter printing, we don’t know if we met our goal or not (visit MillionMileRun.org for results) but one thing’s for sure - the month of September will never be the same! We’re so grateful and amazed at the excitement, creativity and dedication of all of the teams and individuals who put aside blistered feet, busy schedules and inclement weather to go the distance for kids with cancer.
At Alex’s Lemonade Stand Foundation we’re focused on finding clinical answers to cures, but we also want to know how a childhood cancer diagnosis affects families. Enter The Childhood Cancer Database Project, created by ALSF. Through an online portal, MyChildhoodCancer.org, we ask families to answer a series of anonymous surveys about their experience in an attempt to measure the personal and economic impact of a childhood cancer diagnosis on a family.

The goal is to create a longitudinal view of the effect of childhood cancer on families and identify unmet needs and better ways to provide support.

So far, we’ve had nearly 1,200 families participate and we’re already coming across some interesting findings - a sneak peek of one is below.

**Share your voice and be counted!**
**Visit: MyChildhoodCancer.org.**

**MYCHILDHOODCANCER.ORG**

### GROUNDBREAKING ADVANCEMENTS!

**Poliovirus shows promise in treating glioblastoma**

Matthias Gromeier, MD, of Duke Medical Center, was among the early “class” of research grantees from Alex’s Lemonade Stand Foundation. His proposal to use the poliovirus to kill cancer cells, specifically pediatric glioblastoma - an aggressive form of brain cancer, earned him an ALSF Innovation Grant back in 2006. We’re thrilled to share that early results from a clinical trial at Duke have found that a modified version of the poliovirus is in fact proving effective in treating patients with glioblastoma. The ALSF funds supported research that contributed to making this clinical trial possible.

For Stephanie Lipscomb, the first patient enrolled in the clinical trial, the treatment has been nothing short of life altering. Stephanie was nearing the end of her freshman year in college when severe and persistent headaches prompted her family to take her to a local hospital in South Carolina to get checked out. The diagnosis they received was devastating - stage 4 glioblastoma. Stephanie had surgery to remove the tumor located behind her right eye and underwent months of chemotherapy and radiation, but was still only given 5 years to live due to the aggressive nature of the disease. Glioblastoma is the most common type of brain tumor and unfortunately, also the most lethal with a recurrence rate of nearly 95 percent.

Stephanie experienced a brief period of remission, but the cancer came back. This time, Stephanie’s treatment options were even more limited - she had already received all of the radiation her body could take and chemotherapy had proven ineffective. It was then that she agreed to take part in the clinical trial led in part by Dr. Gromeier where a modified version of the poliovirus (one deemed safe with no debilitating side effects) would be injected through a catheter into her brain in an effort to shrink the tumor.

How does the virus work? Dr. Gromeier and his team continue to study the mechanism, but believe that since we’re all vaccinated against polio that when it infects the tumor, it triggers a response in our immune systems to turn against it.

Stephanie responded beautifully to the treatment and her tumor shrunk to the size of a pea. She received more great news as a recent round of scans showed no new regrowth of her tumor, 14 months after the treatment. Stephanie returned to college this fall where she was accepted into a nursing program and plans to study oncology upon graduation.

Believe it or not, the virus that is helping patients like Stephanie existed in 1996 - it took Dr. Gromeier 16 years to get it “bench to bedside,” a phrase researchers use to describe the time it takes to get a therapy from the lab, into a clinical trial and helping patients. This slow process is not unusual and further highlights the importance of steady research funding to bring novel therapies to patients quicker.

Although Dr. Gromeier stresses that additional research needs to be conducted and cautions against using the word “cure,” he also is highly optimistic about the potential impact it could have on kids with this devastating disease.

Watch videos about this research at AlexsLemonade.org or YouTube.com/DukeMedicine.

**NEW! THE ALSF REACH AWARD**

As Dr. Gromeier states in the article above, more consistent funding for childhood cancer research is imperative to speeding up the process of getting effective therapies to patients. Ensuring our childhood cancer heroes have access to these novel therapies sooner is of the utmost importance to us as well, so we added a new research grant to our portfolio called the Reach Award. The Reach Award was developed with the intent of moving hypothesis-driven research toward the clinic. Researchers applying for the grant will have to describe how the work performed will allow for the translation of hypothesis-driven research to the clinic.
Felicia recently celebrated being cancer free for 5 years!

always said, “If I was cancer, I’d be afraid of Felicia!”

Yet she continued to be positive, energetic and have fun! Felicia’s contagious smile made

infectious, watching Felicia battle so bravely without losing her smile, her perky personality

and her incredible energy got me through unimaginable days. It was difficult to see Felicia

when she was in great pain and discomfort. Felicia’s happiness and silly nature were

embarrassing for a healthy child, but it made me laugh and be thankful just to have her.

surprised that everyone felt her presence, even though we were closed off from the others. I’ve

go from being a normal child enjoying her life, to those luxuries being taken away overnight.

Felicia’s strength and courage gave me the hope and stability to continue on, no matter how dark

things appeared. Looking back, I shouldn’t have worried about Felicia. A twin, she faced the possibility of death before her life even began. During my pregnancy, I was told that she might not

survive. When I did go into labor, Felicia was born full-term and

We were so happy for our good fortune, but would be discouraged again when we were
told she had kidney cancer in both kidneys, lungs and her liver. Chemotherapy began
immediately and with Felicia’s spirit and determination she continued to keep up with, and
surpass her twin, Dean, in all areas of development! In some ways I feel being a twin really

helped her. She’s so stubborn and bull-headed that nothing is going to slow her down.

Throughout her treatment, Felicia never stopped smiling and joking with her doctors, even
when she was in great pain and discomfort. Felicia’s happiness and silly nature were
infectious, watching Felicia battle so bravely without losing her smile, her perky personality
and her incredible energy got me through unimaginable days. It was difficult to see Felicia
go from being a normal child enjoying her life, to those luxuries being taken away overnight.
Yet she continued to be positive, energetic and have fun! Felicia’s contagious smile made
sure that everyone felt her presence, even though we were closed off from the others. I’ve
always said, “If I was cancer, I’d be afraid of Felicia!”

Felicia recently celebrated being cancer free for 5 years!
WORKPLACE GIVING
It’s that time of year again with many workplace giving campaigns underway or about to begin. If your workplace partners with the United Way, consider choosing ALSF as your charity of choice. Simply write “Alex’s Lemonade Stand Foundation, Wynnewood, PA” on your form and your contribution will automatically be deducted from your paycheck. ALSF is also a charity of the Combined Federal Campaign (CFC) and of many State Employee Campaigns. The CFC gives federal, postal and military workers the opportunity to pledge their support to participating nonprofit organizations. To pledge your support to ALSF through the CFC, simply use the code 82805 on your application. Questions? Contact Cynthia Ellis at (610) 649-3034.

FALL FUNDRAISING
Visit our website for a full list of our sponsors’ events.

Pretzels for a Purpose - Auntie Anne’s
Through October 15, visit your local Auntie Anne’s and purchase a $1 lemon icon featuring a fun lemon joke. In appreciation of the donation, you will receive a coupon for $1 off your next purchase of any pretzel product and drink.

Volvo Donates for Each New Car Sold
As part of an ongoing promotion by Volvo, participating dealers will donate $10 to ALSF with the purchase of every new Volvo.

Northwestern Mutual, Heroes for a Cure
Northwestern Mutual (NM) produced an amazing video called Heroes for a Cure featuring childhood cancer heroes and researchers. Each time it was shared in September, NM donated $2 to ALSF resulting in a $50,000 donation. Take 3 minutes out of your day to watch the video and learn why it’s so important to support childhood cancer research. Visit AlexsLemonade.org/heroes-for-a-cure.

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MIX, POUR, FIND A CURE
A huge thank you to everyone who held or supported Alex’s Lemonade Stands this past summer! Remember... it doesn’t have to be warm and sunny to hold a stand. Put a seasonal twist on one and serve hot chocolate or cider, hold it at a football game or even during trick-or-treating this Halloween. No matter the weather, venue or drink that you serve - it all goes back to helping kids with cancer. Visit AlexsLemonade.org/get-involved.

TEAMING UP AGAINST CHILDHOOD CANCER - GO TEAM LEMON
Our Team Lemon athletic program continues to take off with even more race slots available in popular races across the country. Participate in one of the races below or choose your own race to compete in on behalf of Team Lemon. Megan Ross and her sister Kristen Weinberger are doing just that, completing a number of races as part of Team Lemon and in honor of Megan’s 4-year-old daughter Meredith who was diagnosed with T-cell acute lymphoblastic leukemia when she was 3. Megan recently completed her first half marathon and Kristen her first half Ironman in which she taped a message on her bike as a reminder of her motivation and what “hard days really were” referring to what her Meredith had gone through. Visit TeamLemon.org for more.

Upcoming races that Team Lemon has slots in:
• Philadelphia Marathon (half or full marathon, 8K) - Nov. 16 & 17, Philadelphia, PA
• The Honolulu Marathon - Dec. 8, Honolulu, HI
• Walt Disney Marathon Weekend (variety of races) - Jan. 8-12, Orlando, FL
• Disney’s Tinker Bell Half Marathon Weekend (10K, half marathon) - Jan. 16-19, Anaheim, CA

SUPER SPECIAL EVENTS
Summer may be over, but our special events continue to heat up!

The Lemon Run 5K Run/Walk & Kids’ Dash - November 10 - Philadelphia
Join more than 2,000 runners and walkers including several childhood cancer heroes and their families, to complete the 3.1 mile course. Kids can get in on the fun as well with a 100m dash! AlexsLemonade.org/lemon-run.

The Lemon Ball - January 11, 2014 - Philadelphia
Celebrating the inspiration of Alex just days away from what would be her 18th birthday, The Lemon Ball “yellow tie” gala has set a goal to raise $1 million in 2014. Join us! AlexsLemonade.org/lemon-ball.

Learn more about attending or supporting any of our events at AlexsLemonade.org/alsf-special-events.