

**Alex's  
Lemonade  
Stand** 

Foundation for Childhood Cancer™

# **General Childhood Cancer Awareness**

**Social Toolkit for ALSF Ambassadors**

**Thank you**  
for Being an  
ALSF  
Ambassador!

We appreciate everything you do to help raise awareness and fight childhood cancer as an ALSF Brand Ambassador. Please feel free to use the following assets and sample posts to help you talk about your partnership with ALSF on social media and create awareness about the Foundation.

If you have a fundraising page on our website, be sure to link it in your Instagram and tiktok bios and social posts. Feel free to personalize your posts, stories and photos to be about your story and how you are helping.

Always remember to tag  
[@AlexsLemonade](#)



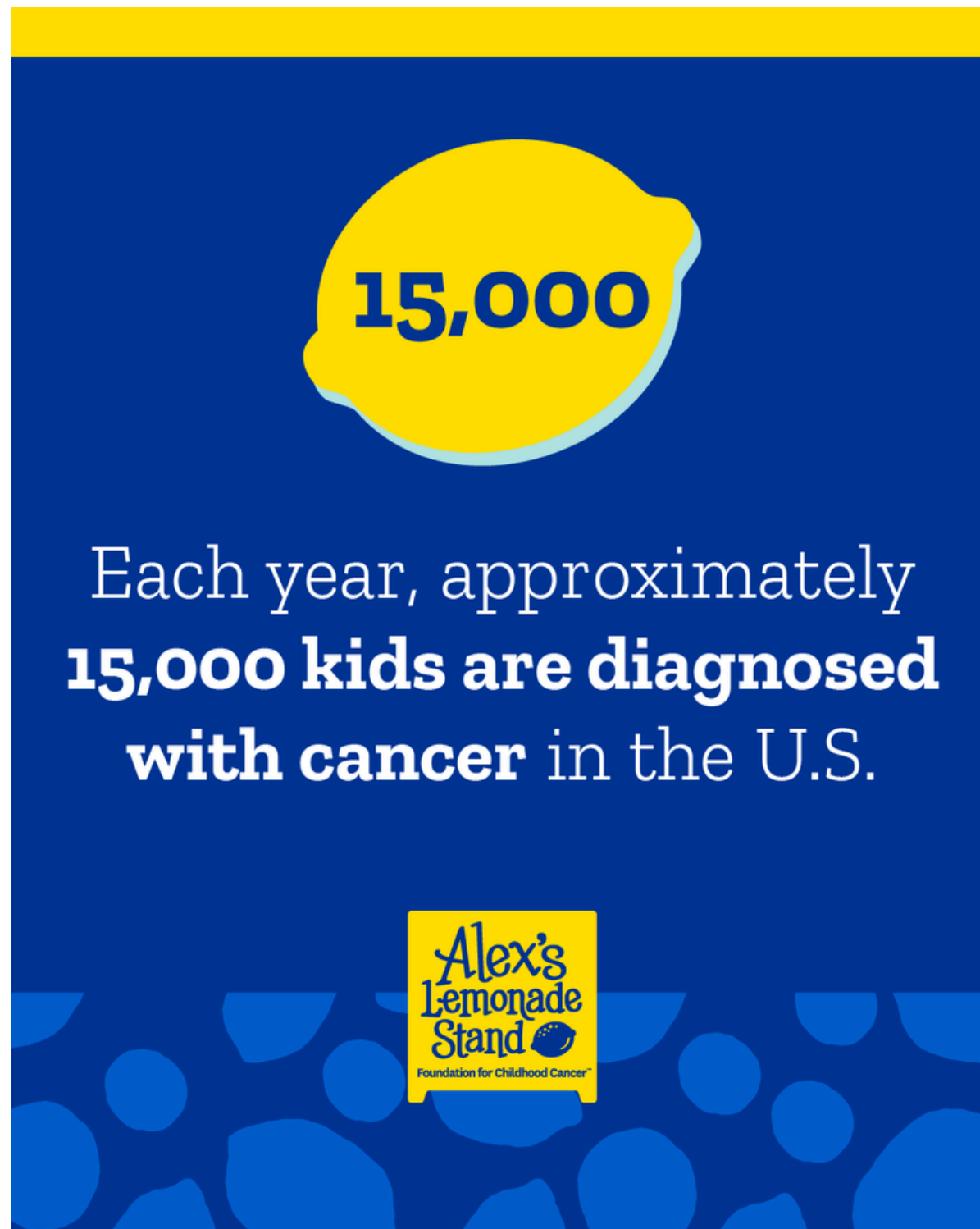
## About Alex's Lemonade Stand Foundation Post



While fighting neuroblastoma, 4-year-old Alex Scott started a lemonade stand to raise money to help other kids like her. As a proud ambassador with [@AlexsLemonade](#), I am committed to fighting childhood cancer one cup at a time.

Alex raised \$1 million before she passed away in 2004. Her vision lives on through Alex's Lemonade Stand Foundation. Learn about this extraordinary young girl and how you can help “turn lemons into lemonade” for all kids with cancer at [AlexsLemonade.org](#)

# General Awareness Post



A graphic with a dark blue background and a yellow border at the top. In the center, a yellow lemon shape contains the number "15,000" in dark blue. Below this, white text reads: "Each year, approximately **15,000 kids are diagnosed with cancer** in the U.S." At the bottom, there is a small yellow logo for Alex's Lemonade Stand Foundation for Childhood Cancer.

**15,000**

Each year, approximately **15,000 kids are diagnosed with cancer** in the U.S.

Alex's  
Lemonade  
Stand  
Foundation for Childhood Cancer

I am proud to help fight childhood cancer as a Brand Ambassador with [@AlexsLemonade!](#) Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of 4-year-old Alex Scott, who was fighting childhood cancer and wanted to raise money to find cures for kids like her. Today, ALSF is one of the leading funders of pediatric cancer research in the U.S. and Canada. Donations have funded more than 1,500 research projects and provided assistance to families affected by childhood cancer. Get more information at [AlexsLemonade.org](#). [#OneCupAtATime](#)

**Option to include video**

**"Giving Kids Opportunities For Cures"**



# Childhood Cancer Awareness/Facts Posts

## Spread Awareness



Childhood cancer happens, and it is scary. That is why I am a proud Brand Ambassador of Alex's Lemonade Stand Foundation (ALSF), a national non-profit funding impactful research and supporting families affected by childhood cancer like mine.

I am honored to work with @AlexsLemonade, and you can join me in making a difference for these families!

Learn more about ALSF and get involved at [AlexsLemonade.org](https://AlexsLemonade.org).  
#OneCupAtATime

## Childhood Cancer Fact



Every year, an estimated 400,000+ children are diagnosed with cancer worldwide. That's over 1,000 new kids affected every day. I am proud to be a Brand Ambassador with @AlexsLemonade working to ensure those kids can beat their disease and live long, healthy lives.

You can join me in that goal by helping fund childhood cancer research to support these families. Learn more at [AlexsLemonade.org](https://AlexsLemonade.org)



## Childhood Cancer Hero Feature - Brynn Tobin



Brynn was 2 years old when she was first diagnosed with ependymoma, a type of brain tumor. Surgery followed by proton radiation seemed to work, until the following year when doctors at Children's Hospital of Philadelphia where doctors confirmed her relapse. This time, surgery was not enough.

Luckily, Brynn qualified for a clinical trial in Augusta, Georgia led by Dr. Ted Johnson, a researcher funded by [@AlexsLemonade](#). With additional help from the ALSF Travel For Care program, Brynn and her family reached the trial for immunotherapy treatment, which worked. Today, Brynn is a blossoming 10-year-old living her best life cancer-free!

You can join me in helping kids just like Brynn by supporting [@AlexsLemonade](#) to fund cutting-edge research and family support programs. Learn more about Brynn here: [alexslimonade.org/hero/brynn-tobin](https://alexslimonade.org/hero/brynn-tobin)

# Childhood Cancer Hero and Travel For Care Feature - Everett Hobensack



Just looking at Everett, you wouldn't know that he had cancer. Because members of Everett's biological family previously had retinoblastoma, he was checked right away after he was born. Doctors found a tumor, and Everett started treatment at 2 weeks old.

With help from the [@Alexslemonade](#) Travel For Care program, getting to and from Children's Hospital of Philadelphia was made easy for Everett's family. Today he has completed his chemotherapy! Everett continues to be monitored with eye exams and other treatments, but he is doing amazingly as his family focuses on what matters most: his health and happiness!

I am proud to be a Brand Ambassador for [@AlexsLemonade](#) in supporting families like Everett's. Learn more about Everett and support kids with cancer: [alexlemonade.org/hero/everett-hobensack](https://alexlemonade.org/hero/everett-hobensack)

**ALL HIGH-RESOLUTION  
GRAPHICS CAN BE FOUND**

**HERE**

# Thank you!



[AlexsLemonade.org](http://AlexsLemonade.org)

