

# NEWS RELEASE

FOR IMMEDIATE RELEASE

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## **Soliciting Sponsors for 2018 Celebration of Champions® Benefiting Peckham Center for Cancer & Blood Disorders at Rady Children's Hospital-San Diego**

**SAN DIEGO, CALIF. -- (February 15, 2018)** The La Playa Unit of Rady Children's Hospital Auxiliary today announced the Celebration of Champions® will be held at the Embarcadero Marina Park North on Saturday, May 12th, 2018. The Celebration of Champions® celebrates the heroic efforts of children with cancer, their families and health care professionals; raising much needed funds for the Peckham Center for Cancer and Blood Disorders.

“We are excited to announce the date of the 23<sup>rd</sup> Celebration of Champions. This unique event has raised over \$9 million dollars funding critical programs at the Peckham Center for Cancer and Blood Disorders at Rady Children's Hospital-San Diego. There are multiple levels to participate in this year's Celebration of Champions. We invite the San Diego community, both public and private, to join us in raising funds for these valuable programs,” said Julie Gildred Connolly, 2018 Sponsorship Chair.

The Celebration of Champions event funds social, psychological and emotional support programs for children and their families throughout the course of illness, treatment and recovery at Rady Children's Hospital-San Diego.

400 young champions who are fighting cancer or have survived cancer will be participating. Each champion will run, walk or be carried one-eighth of a mile holding the “torch of life” accompanied by a celebrity, sponsor and family members. The champion will then pass the torch to another child for his/her symbolic run. The event includes a memory lap by family members that honors those children who lost their battle with cancer.

“The event is staffed almost exclusively with volunteers. Every dollar contributed goes to support the children at the Peckham Center or to provide this event for them.

We keep our expenses to the barest minimum so that we can pass along every dollar possible to our champions,” said Connolly.

Anyone can be a sponsor or make a donation. For more information, please log on to <http://www.celebrationofchampions.com> or contact [cofcsponsors@gmail.com](mailto:cofcsponsors@gmail.com). Become a sponsor or make a donation today and help make the difference in the lives of children battling cancer.

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**About the Celebration of Champions®**

The Celebration of Champions was founded in 1995 by the La Playa Unit of Rady Children’s Hospital Auxiliary; the group consists of over 200 women dedicated to volunteering their time and resources to help raise funds for Rady Children’s. To date, the La Playa Unit has raised over \$9 million. The Celebration of Champions® includes a relay for life, balloon release memorial, carnival and other activities designed to pay homage to the heroic efforts of the participating child champions and their families. The Celebration of Champions® is a tax-exempt 501(c)(3) charity, EIN 33-0170626. For more information on the Celebration of Champions, log on to: <http://www.celebrationofchampions.com>.