

Children's Health

Hope and Help for Families Battling Cancer

(NAPSA)—Every school day, the lives of 46 American children and their families are turned upside down when the diagnosis of childhood cancer is confirmed. More than 40,000 infants, adolescents and young adults currently are being treated for what is the number one disease killer of children—which claims the lives of more young people under the age of 20 than any other disease. Fortunately, scientists and physicians are making remarkable progress through research to pioneer improved pediatric cancer treatments and cures.

After hearing a diagnosis of childhood cancer, families often turn to the Internet for information. Today, a new and totally interactive Web site is online at www.CureSearch.org, providing patients, families and friends with the most comprehensive, up-to-date information about childhood cancer based on a child's age, diagnosis and treatment.

CureSearch.org is run by CureSearch National Childhood Cancer Foundation and the Children's Oncology Group, a world-class network of physicians, nurses and scientists whose scientific advancements have transformed childhood cancer from a nearly fatal disease to one with an overall 78 percent cure rate. With more than 200 member institutions, the network provides compassionate care to more than 90 percent of children with cancer in North America.

"A diagnosis of cancer is devastating to a parent," said Peggy Conlon, President and CEO of The Advertising Council, which created a public service advertis-



One in every 330 Americans develops cancer before age 20.

ing campaign to publicize CureSearch.org. "This wonderful resource was produced by the same network of medical experts responsible for the increasing cure rate."

Having access to the best, state-of-the-art resources can make a significant difference when it comes to families getting the help they need. At CureSearch.org, a section for newly diagnosed children offers information about specific types of cancer, available treatment options, relative risks and benefits of specific methods and a special section on how the community can help to support a family touched by the disease.

"We created CureSearch.org to be a comprehensive, honest and respectful Web resource to help empower families facing childhood cancer," said Paul T. Burke, President and CEO of CureSearch National Childhood Cancer Foundation. "We are hopeful that families touched by childhood cancer will use the site as a companion on their journey with the disease."