

# LSU Tigers Coaches and Players Support Curing Kids Cancer This Saturday

*LSU coaches and players join Curing Kids Cancer to draw attention to National Childhood Cancer Awareness Month*

BATON ROUGE, LA, USA, September 8, 2015 /EINPresswire.com/ -- When the LSU Tigers take the field against Mississippi State on September 12th, their coaches and players will kick off the [Curing Kids Cancer](#) third annual awareness campaign.

This campaign highlights the fact that it is National Childhood Cancer Awareness Month in September. Cancer is the leading cause of disease-related death for children, killing more children every year than Aids, Asthma, Cystic Fibrosis, Diabetes and Muscular Dystrophy combined. Gold is the official color for childhood cancer awareness.

The Tiger's players will wear [Curing Kids Cancer helmet stickers](#) with a gold ribbon while their coaches wear gold whistles



Curing Kids Cancer lanyard with gold whistle. Gold is the official color for childhood cancer awareness.

and Curing Kids Cancer lanyards. Players and coaches will both wear Curing Kids Cancer glow-in-the-dark wristbands. Fans can support their team by wearing the same stickers, wristbands and whistles, which can be purchased at [curingkidscancer.org/blowthewhistle](http://curingkidscancer.org/blowthewhistle).

In honor of the support from Louisiana State University, Curing Kids Cancer will make a donation to fund pediatric cancer research at Louisiana State University Medical Center Department of Pediatrics.

Building on the initial success of the last two campaigns, the number of teams participating in Curing Kids Cancer's awareness campaign has grown significantly for the third year in a row. Eight SEC teams are participating. Also taking on pediatric cancer as well as their opponents are:

- September 12 – at University of South Carolina vs. Kentucky
- September 19 - at University of Georgia vs. University of South Carolina (both teams participating)
- September 19 - at Vanderbilt vs. Austin Peay
- September 19 - at Alabama vs. Ole Miss
- September 19 - at Mississippi State vs. Northwestern State
- September 19 – at University of Tennessee vs. Western Carolina

September 26 - at Texas A&M vs. Arkansas

"As Chairman of Curing Kids Cancer, I'm very happy to see so many of these college football coaches and players stepping up to raise awareness about childhood cancer," said ESPN GameDay commentator Lee Corso. "It's fantastic that so many teams are supporting this great cause. We all want to tackle kids' cancer and kick it into the end zone, making it a thing of the past."

"These teams and coaches are under a tremendous amount of pressure to perform at the highest levels," said the charity spokesman for the campaign 'Mr. College Football' and SEC Network Commentator Tony Barnhart. Tony is also a member of the Curing Kids Cancer Executive Advisory Board. "What a wonderful testament to their desire to help eradicate these horrible diseases that they would not only join the cause, but do so in ever-increasing numbers. It's another example of how the college football community can be such a great example and a formidable force for good."

"It is so exciting that Curing Kids Cancer was given the blessing of the SEC and they encouraged the head coaches to partner with their players, coaches and fans to help children with cancer," said Grainne Owen, founder and executive director of Curing Kids Cancer. "We hope the team's efforts to raise awareness of the desperate need for funding childhood cancer will motivate their fans to support them. Fans can go to our website and buy the same stickers, wristbands and whistles their teams are wearing or simply make a donation. If they visit the College Football Hall of Fame during September, one dollar of their ticket cost will go to Curing Kids Cancer!"

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*ESPN GameDay  
commentator Lee Corso*

In 2014 Curing Kids Cancer provided more than \$1 million in funding for cutting-edge research projects that may eventually make traditional chemotherapy obsolete. Over the past ten years, the organization has raised more than \$7 million for pediatric cancer research.

About Curing Kids Cancer

Grainne and Clay Owen created curing Kids Cancer after

losing their son Killian to leukemia in 2003 at age nine. Curing Kids Cancer raises money and



Football players will wear Curing Kids Cancer helmet stickers with a gold ribbon

The image shows the Curing Kids Cancer logo in a red, stylized script font with a blue outline and a red shadow. A registered trademark symbol (®) is located at the top right of the logo.

awareness to fund innovative research that provides cutting edge treatments to children with cancer. The non-profit has raised more than \$7 million for pediatric cancer research since being founded in 2005. More information is available at [curingkidscancer.org](http://curingkidscancer.org)

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