

Sarcoma Advocacy Shines in Denver as Landmark Lights Up in Support of National Awareness Day

Sarcoma awareness lights up Denver through landmark displays and strong advocacy for research and patient support.



DENVER, CO, UNITED STATES, July 24, 2025 /EINPresswire.com/ -- On July 25, 2025, landmarks across the United

States will light up yellow for [Light Up for Sarcoma Day](#), a national awareness effort led by the Sarcoma Foundation of America (SFA) as part of [Sarcoma Awareness Month](#). This bold visual display shines a light on sarcoma — a rare and often overlooked cancer that makes up about 1% of adult cancers and as much as 20% of childhood cancers.

“

Light Up for Sarcoma is a powerful way to make this rare cancer seen. Each illuminated building represents a community standing in support of patients, survivors, and families affected by sarcoma.”

Brandi Felser, CEO of SFA

The Hyatt Regency Denver at Colorado Convention Center will light up yellow as SFA joins Broncos defensive end and Sarcoma Ambassador John Franklin-Myers in raising awareness for sarcoma. A dedicated advocate whose grandfather died of the disease, Franklin-Myers pledged to donate \$1,000 to SFA for every sack during the 2024 to 2025 NFL season, a commitment the Denver Broncos matched up to \$10,000. His partnership has raised both awareness and vital funds through his involvement.

“Light Up for Sarcoma is a powerful way to make this rare cancer seen,” said Brandi Felser, CEO of the Sarcoma

Foundation of America. “Each illuminated building represents a community standing in support of patients, survivors, and families affected by sarcoma.”

SFA proudly supports the University of Colorado’s nationally recognized sarcoma program, a leader in advancing innovative treatments and clinical research. The program is also home to one of SFA’s Medical Advisory Board members, reinforcing the strong connection between local expertise and national efforts to improve outcomes for people with sarcoma. This year, the call

for increased funding is more urgent than ever, with proposed federal budget cuts threatening to slow life-saving progress. For a rare cancer like sarcoma, breakthroughs depend on sustained investment in research.

Denver residents can directly contribute to this vital need by joining or donating to the [Race to Cure Sarcoma](#) on October 25, 2025, at Berkley Lake Park (4601 W 46th Ave, Denver, Colorado), an event aiming to raise awareness and \$100,000 for essential research.

SFA encourages individuals, communities, and organizations to get involved by:

- Sharing photos of illuminated buildings and monuments on social media using #LightUpForSarcoma, #curesarcoma and #Sarcoma Awareness Month. Additionally, please email photos to communications@curesarcoma.org.

- Participating in or donating to an upcoming Race to Cure Sarcoma, joining others to advance research and improve outcomes for those affected by this rare cancer.

- Learning more about how to get involved during Sarcoma Awareness Month at www.curesarcoma.org/sarcoma-awareness-month

For media inquiries or interview requests, please contact communications@curesarcoma.org.

About the Sarcoma Foundation of America

The Sarcoma Foundation of America (SFA) is a 501(c)(3) nonprofit charitable organization based in the United States. SFA's mission is to improve outcomes for people diagnosed with sarcoma to increase the number of survivors. We do this by funding and advancing research, educating and providing resources for people diagnosed with sarcoma, advocating on behalf of the community, bringing together the collective sarcoma voice, and growing awareness about the disease. For more information, please visit www.curesarcoma.org.

About Sarcoma

Sarcoma is a rare cancer in adults (1 percent of all adult cancers) but rather prevalent in children (about 15% of all childhood cancers). In the U.S., over 17,000 people are diagnosed with sarcoma each year, and more than 7,000 die from the disease. Around 236,000 patients and families are living with sarcoma at any given time. Globally, over 187,000 people are diagnosed each year, and more than 116,000 die from sarcoma.

About the Race to Cure Sarcoma

The Race to Cure Sarcoma (RTCS) events bring together patients, survivors, families, caregivers, and medical professionals in local communities to raise funds and awareness through 5Ks and other walk/run events. To date, SFA has hosted over 130 RTCS events, engaging more than 55,000 participants and raising over \$8.5 million for sarcoma research and patient education. For more information, please visit <https://curesarcoma.org/race-to-cure-sarcoma/>.

Danielle Carter
Sarcoma Foundation of America
+1 301-253-8687 ext. 120

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Bluesky](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/833680710>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.