The Boiling Crab® Returns as a Third Year Champion for Childhood Cancer Awareness Month, Renewing Partnership with NPCF

Three years in, the Cajun seafood chain builds on more than $160,000 raised last year with menu-driven giving from September 14 through October 11



Get Messy, Give Back (campaign slogan)

LOS ANGELES, NY, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- The Boiling Crab®, the nation's go-to destination for Louisiana-style Cajun seafood boils, is turning its dining rooms into fundraising engines for pediatric cancer research once again. Now in its third consecutive year, the seafood chain is teaming up with the National Pediatric Cancer Foundation® (NPCF) throughout Childhood Cancer Awareness Month, aiming to build on the more than $160,000 the partnership raised together last year.

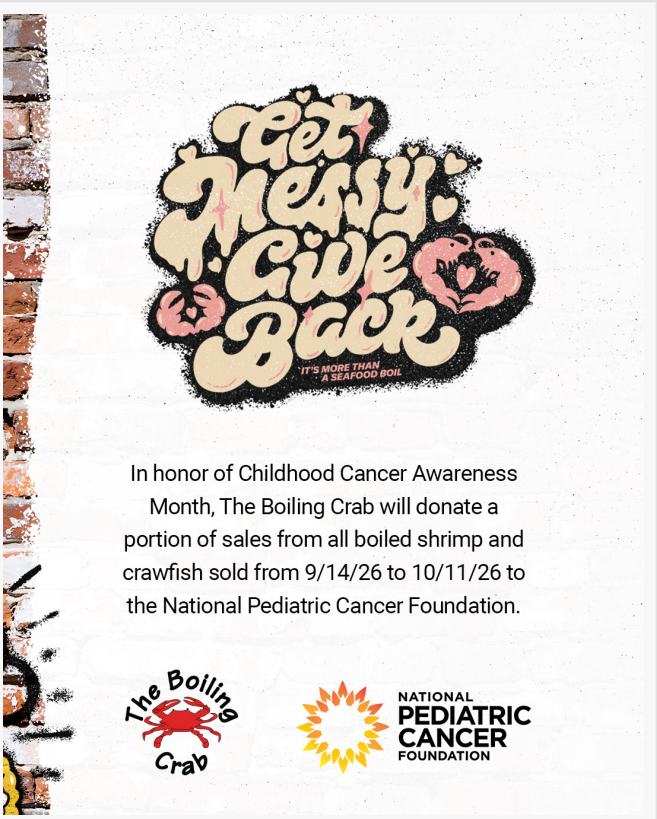
"The Boiling Crab has always been a family establishment, so this cause is dear and true to our hearts. Watching our guests rally behind it last year reminded us why we do what we do," said Dada Ngo, Co-founder of The Boiling Crab. "We're glad to be back at the table with NPCF this year."

The need remains significant. Cancer is still the leading cause of death by disease among children in the United States, with an estimated 43 kids a day expected to be diagnosed in 2026 alone, according to NPCF. Research has moved survival rates in the right direction, from about 58% in the mid-1970s to 85% today, but partnerships like this one are what keep that number climbing.

From September 14 through October 11, a portion of proceeds from select menu items, including boiled shrimp and crawfish, will go directly toward NPCF's research programs. Guests can take part simply by dining in or ordering takeout.

"The Boiling Crab has been in this fight with us for three years now, and that kind of sustained commitment is rare," said David Frazer, CEO of the National Pediatric Cancer Foundation. "It's exactly the kind of long-term partnership that moves pediatric cancer research forward. We're proud of what we've built together, and we're far from done."

This Year's Campaign at a Glance
Dates: September 14 through October 11, 2026, aligned with Childhood Cancer Awareness Month
In-restaurant experience: Coloring placemats for families, stickers, and bibs, featuring designs by RIF LA, plus a direct link to NPCF's donation page.
T-shirts for purchase.



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Where it Goes
NPCF puts approximately 89 cents of every dollar donated directly toward clinical research trials and treatment
The Boiling Crab invites guests to grab a bib, dig into a boil, and help fund research that gives kids fighting cancer a better shot at tomorrow.
Visit TheBoilingCrab.com to find a location, and NationalPCF.org to learn more about NPCF's work.

About The National Pediatric Cancer Foundation® (NPCF)
Founded in 1991, NPCF is dedicated to ending childhood cancer. Through its Sunshine Research Consortium, the foundation brings together leading physicians and scientists from 40 of the nation's top hospitals to fund and advance groundbreaking research. NPCF holds a perfect 100% score for financial health and transparency from Charity Navigator, making it the top-rated cancer charity in the U.S. Learn more at NationalPCF.org.

About The Boiling Crab®
Founded in 2004 in Garden Grove, CA, The Boiling Crab® serves up a family-friendly take on authentic Louisiana-style Cajun seafood boils, from fresh crawfish, shrimp, and crab to fried catfish, gumbo, and Cajun fries, all finished with the brand's signature sauce, The Whole Sha-Bang®. Explore locations at theboilingcrab.com/#locations.

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