

Companies nationwide join forces to "treat" kids with cancer during Halloween season

Written by Australian Business

National pinup promotion raises funds and awareness for St. Jude Children's Research Hospital®

MEMPHIS, Tenn., Oct. 2, 2013 /PRNewswire-USNewswire/ -- The kids of [St. Jude Children's Research Hospital®](#) don't need costumes to be superheroes. But even Superman needs to spend a little time being Clark Kent

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Throughout the month of October, companies across the country will again suit up for the cause to help raise awareness and funds for St. Jude during the 22nd annual St. Jude Halloween Promotion, which kicked off October 1 . On Halloween , the celebration culminates when St. Jude patients and their families dress up and trick-or-treat throughout the hospital on one of the most anticipated days of the St. Jude calendar.

St. Jude is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. The majority of St. Jude's funding comes from individuals who donate through programs like the St. Jude Halloween pinup promotion, and customers can join the fight by donating a \$1 or more for a personalized Halloween-themed pinup from local participating companies. This long-running promotion has raised \$70 million for St. Jude, and helps ensure families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

"Halloween is a magical time for kids at St. Jude because they dress up, trick-or-treat in the hospital with their siblings and get to just be kids," said Richard Shadyac Jr., CEO of ALSAC/St. Jude Children's Research Hospital. "We appreciate the support of our partners,

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whose efforts all month long culminate in a great day for our families and the funds necessary to move us one step closer to ending childhood cancer."

St. Jude Halloween pinups can be found at company locations across the country. National partners include: participating MillerCoors distributors, Casey's General Store, EZ Mart, Hess Corporation, Houchen's Industries, Huddle House, Palm Beach Tan, Petland, Pizza Patron, PriceChopper and several more. For a complete list of participating locations or to make a donation, visit stjude.org/halloween .

About St. Jude Children's Research Hospital Since opening more than 50 years ago, St. Jude Children's Research Hospital has changed the way the world treats childhood cancer and other life-threatening diseases. No family ever pays St. Jude for the care their child receives and, for every child treated here, thousands more have been saved worldwide through St. Jude discoveries. The hospital has played a pivotal role in pushing U.S. pediatric cancer survival rates from 20 to 80 percent overall, and is the first and only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. It is also a leader in the research and treatment of blood disorders and infectious diseases in children. St. Jude was founded by the late entertainer Danny Thomas, who believed that no child should die in the dawn of life. Join that mission by visiting stjude.org or following us on facebook.com/stjude and twitter.com/stjude .

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