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**COMPANY X partners with Children’s Minnesota in month-long local fundraiser, Shine Bright for Cancer Kids**

**MINNEAPOLIS, MN (August 26, 2019)** – **COMPANY X** is joining more than 30 other businesses to partner with Children’s Minnesota during September for the Shine Bright for Cancer Kids campaign, the health care system’s annual fundraiser for its Cancer Kids Fund. Children’s Minnesota cares for more than 70 percent of kids battling cancer in the Twin Cities and the Cancer Kids Fund provides care, comfort and research to ease the journey for families facing a diagnosis.

<EXAMPLE QUOTE BY COMPANY X>: “COMPANY X is proud to be a part of the Shine Bright for Cancer Kids campaign,” said XXXXX. “During Childhood Cancer Awareness Month, we encourage the community to join us in making a difference in the lives of kids right here at home by supporting businesses that are part of this inspiring campaign or donating directly to Children’s Minnesota.”

Throughout the month of September, **COMPANY X** will fundraise for the Cancer Kids Fund. <INSERT MORE INFORMATION ON PROMOTION>.

The Cancer Kids Fund allows patient families to access wrap around services that make a difference. This includes ensuring specialists like nutritionists, psychologists and care coordinators are part of each child’s medical team. The fund also lets kids experience aspects of life outside the hospital, including through arranged visits from special guests like the Zoomobile, the Science Museum of Minnesota and special celebrations like end-of-therapy parties.

“The Shine Bright for Cancer Kids campaign is a time for us to join together and support local kids facing these difficult diagnoses,” said Myndy Livingston, pediatric nurse practitioner. “Children’s Minnesota provides both the very best medical care for our kids as well as offers a myriad of other services that are essential to supporting families during their cancer journeys. This is only made possible thanks to our generous partners and donors.”

For more information on Shine Bright for Cancer Kids or to make an online donation, please visit: [childrensmn.org/shinebrightforkids](https://www.childrensmn.org/shinebrightforkids/).

**About Children’s Minnesota**

Children’s Minnesota is the seventh largest pediatric health system in the United States and the only health system in Minnesota to provide care exclusively to children, from before birth through young adulthood. An independent and not-for-profit system since 1924, Children’s serves kids throughout the Upper Midwest at two free-standing hospitals, 12 primary and specialty care clinics and six rehabilitation sites. Additionally, Children’s is Minnesota’s only Level I pediatric trauma center inside a hospital dedicated solely to children. Children’s maintains its longstanding commitment to the community to improve children’s health by providing high-quality, family-centered pediatric services and advancing those efforts through research and education. This work is made possible in large part by generous philanthropic and volunteer support from individuals and organizations throughout the state and region. An award-winning health system, Children’s received Magnet® recognition from The American Nurses Credentialing Center (ANCC) and was verified as a Level I Children’s Surgery Center by the American College of Surgeons in 2018. Additionally, Children’s is regularly ranked by U.S. News & World Report as a top children’s hospital. Please visit childrensMN.org.

**About COMPANY X**

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