

Can lives be changed with a bake sale?

The family of 5-year-old Liam hopes
so with all their hearts.

It was a bleak February day in 2007 when Gretchen Witt heard the words that would devastate any parent: "Your child has cancer." But what made things even worse was what came next: "Oh, and there's no sure cure."

As Gretchen and her husband Larry absorbed the fact that an aggressive form of cancer called neuroblastoma was attacking their son Liam's two-and-a-half-year-old body, they soon learned that in the U.S., cancer claims the lives of more children under age 18 than any other disease.* Their doctors said that part of the reason why is because not enough money is being spent on pediatric cancer research.

Gretchen decided she would start raising money. She came up with "a crazy idea for a bake sale." In three weeks in December 2007, she and 250 volunteers baked and sold 96,000 cookies, raising over \$400,000 for pediatric cancer research. Long after the sale was over, people reached out, wanting to help — and Cookies for Kids' Cancer™ was born.



Cookies for Kids' Cancer's premise is simple: Raise money for research through local bake sales and an online cookie store.

This holiday season, The Glad Products Company is partnering with Cookies for Kids' Cancer™ to help raise money and awareness. To find out how you can host a bake sale, go to GladtoGive.com.†

More money means more research and more chances for kids diagnosed with cancer to survive. And wouldn't that be sweet.

GLAD

glad to give

cookies
for kids' cancer

* Reaman, Gregory H., Research Cures Childhood Cancer. 1 January 2009. 13 July 2009. <http://su2c.standup2cancer.org/node/2670>.
† Register to host a Cookies for Kids' Cancer™ research holiday bake sale and GLAD will match* the money raised by the organization in November and December 2009. Visit GladtoGive.com to learn more. * Maximum donation of \$100,000

NI-12379