Busy Bees Toddler Club
15 Maple Grove, Summer Meadow YZ 12345.

NEWS RELEASE

For immediate use
Monday, April 30 2015

Toddlers to raise awareness of childhood cancer

Childhood cancer awareness will receive a boost from the Busy Bees on Tuesday 15 April, when the toddler's club holds a bake sale to highlight how flash photographs can save precious young lives.

Busy Bees youngsters will be handing out awareness leaflets with their home-made cookies and cakes, educating about "white pupil" in flash photography as an early sign of the potentially fatal eye cancer, retinoblastoma. Proceeds from the 11-12am event at St Michael's Church will benefit World Eye Cancer Hope (WE C Hope), an international charity dedicated to improving care for affected children.

"Increased awareness is vital", says Jane Bloggs, whose two-year-old daughter was diagnosed with the cancer last year. "We saw a white reflex in Hannah's pictures for months, but never imagined it could be caused by cancer in her eye. If we had known about this simple clue, she would have been diagnosed much sooner, and we might have been able to save her sight. Many children around the world die because of poor awareness, and the work of World Eye Cancer Hope is crucial to achieving earlier diagnosis and effective treatment for all children, just like Hannah."

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Afast growing cancer of early childhood, retinoblastoma may affect one or both eyes. More than 96% of affected children are cured in developed countries, but many children still lose the affected eye. 90% of affected children live in less developed countries, and 80% of children die.

Celebrating Hannah's first cancer-free anniversary, the Busy Bees will be making their contribution towards the day when no child needs to lose an eye or their life to this very curable cancer.

For more information about retinoblastoma and the work of World Eye Cancer Hope , visit www.wechope.org, or contact Jane Bloggs at jane@busybees.com or 012-345-6789. Donations can be made online at www.wechope.org/donate.

E N D S

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Editor's Notes:

- **Statistics** courtesy of World Eye Cancer Hope.
- **World Eye Cancer Hope** has the vision of life and sight saving care for all children with eye cancer, survivors and their families. The charity leads vital awareness campaigns, medical care and family support programs. See full Editors Notes from WE C Hope – attached.
- **Busy Bees** is a daily play group for children aged 2-5 years and their parents. We meet between 10am and 12pm at St Michael's Church, Church Place, Summer Meadow.
- **Enclosures:** World Eye Cancer Hope Official Editors Notes.