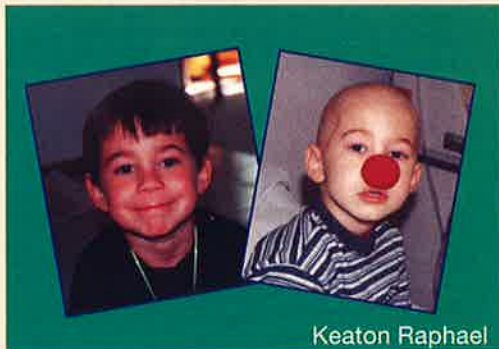


## quickhits

### KEATON RAPHAEL MEMORIAL



Keaton Raphael

Childhood cancer is a hard topic for everyone, particularly those of us with children of our own. Maybe we think that if we don't acknowledge its existence that it won't affect us. Pretending it doesn't exist, however, won't make it go away. Each year, about 120 children in the greater Sacramento area alone are diagnosed with some form of childhood cancer. Despite great advances in research, cancer remains the #1 disease-related killer of children ages 15 and under.

The Keaton Raphael Memorial (KRM) was founded in March 1998, shortly after the death of 5-year-old Keaton, who battled neuroblastoma, a deadly childhood cancer of the nervous system, for nine months. This non-profit organization is devoted to assisting child cancer victims and their loved ones in their battle against the disease.

KRM has done great things over the past six years. The Family Grant program provides one-time financial assistance to families in the form of packages that include phone, gas, meals, entertainment cards and resource information that pertain to the child's cancer in addition to sibling support. The Fun For Families program coordinates tickets for local events such as Disney On Ice, Sacramento Ballet and more. These tickets are donated to the local area hospitals that treat childhood cancer patients. The Raphael family also participated in the National Ad Council's evaluation process for developing an effective childhood cancer campaign set to air by the end of the calendar year.

Cancer kills more children every year than juvenile diabetes, cystic fibrosis, congenital anomalies, pediatric AIDS and asthma COMBINED, yet it receives the least amount of research funding. Most of KRM's support comes from compassionate donors. You, too, can make a difference by becoming a sponsor, donating an in-kind item or services, volunteering your time, or making monetary donations. They have some great upcoming events where you can show your support, such as the "Hot Chili/Cool Cars" booth in Rocklin on September 25.

To find out more about this event as well as other upcoming events, or to make a donation, go to [www.ChildCancer.org](http://www.ChildCancer.org) or call 916-784-6786.

— Elizabeth Morabito

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