

Written by  
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### THE V FOUNDATION AND ESPN TEAM UP WITH ST. JUDE AND NBA CARES IN THE FIGHT AGAINST PEDIATRIC CANCER

*This Unique Collaboration is Highlighted by Support from Hoops for St. Jude Ambassadors*

[Pau Gasol](#) , [Marc Gasol](#) , [David Lee](#) , [Kevin Love](#) , [Lionel Hollins](#) and [George Karl](#)

Tipping off Feb. 24, and continuing through March 4, the NBA family - led by Hoops for St. Jude ambassadors and ESPN commentators - will engage fans through this unique relationship, designed to advance cancer research and patient care benefiting children and families battling pediatric cancer. One hundred percent of donations to The V Foundation from this campaign will go directly towards cancer research benefiting St. Jude's patients. Together they form a powerful force in pediatric cancer research.

#### **How are the [Suns](#) involved?**

Along with their visit to St. Jude already, the Suns will be hosting their Hoops for St. Jude night on February 26 when they host Minnesota and all the coaches and staff will be wearing St. Jude lapel pins.

#### **How can you get involved?**

If fans want to get involved, we have a launched new web site ( [www.stjude.org/hoops/media](http://www.stjude.org/hoops/media) ) where fans can go to donate and register for a chance to win a VIP trip for two to summer league in Vegas.

## Hoops for St. Jude Week - February 24 - March 4 - Fight Against Pediatric Cancer

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Fans can also donate \$10 by texting HOPE to 50333.

The contributions of St. Jude supporters enable the hospital to treat the toughest cases of childhood cancer, with some of the best outcomes in the world. Best of all, no family ever pays St. Jude for anything. St. Jude has literally changed the way the world treats childhood cancer and has helped push overall survival rates from 20 to 80 percent since the hospital opened in 1962. St. Jude freely shares its research discoveries with doctors and scientists everywhere, so that one child saved at St. Jude means thousands more saved around the world.

"*Your child has cancer*" may be the four scariest, most devastating words a parent could ever hear, and they mark the beginning of one of the most daunting battles children and their families could ever face," said Richard Shadyac Jr., CEO of ALSAC/St. Jude. "St. Jude has made incredible progress in the fight against pediatric cancer, but it's a fight that wages on. We are blessed to have allies like The V Foundation, ESPN and the NBA in arming our doctors and scientists with the resources they need, introducing more people to our lifesaving work and inviting them to join us in our mission."

