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FOR IMMEDIATE RELEASE

**PEDIATRIC CANCER RESEARCH FOUNDATION TO HOST 25TH ANNUAL WESTERN ROUNDUP
EVENT FOR ONCOLOGY KIDS AND THEIR FAMILIES**

IRVINE, CA (May 16, 2018) – The Pediatric Cancer Research Foundation (PCRF) prepares to kick off the summer with their 25th Annual Western Roundup on Sunday, June 10th from 11 a.m. to 3 p.m. This fun-filled day solely devoted to celebrating and honoring pediatric oncology families from all over Southern California is PCRF's only non-fundraising event of the year. For 25 years this event has remained dedicated to providing children and their families with a “cancer-free” afternoon outside of the hospital walls with outdoor fun.

The event will take place at a private venue, Oak Canyon Park, and include activities such as carnival game booths, rides, reptiles and petting zoo, pony rides, fishing, arts and crafts, raffle prizes and more – free for the whole family. Entertainment will include face painters, balloon artist, country line dancing and a live music performance by Sterling Sylver Band. Lunch will be generously donated by In-N-Out Burger, a treat the kids look forward to every year thanks to In-N-Out Burger's years of support.

PCRF relies on the support of community donors, underwriters and volunteer organizations to help make this day extra special. Longtime supporters include National Charity League Juniors, who support with their volunteer efforts, donating Build-a-Bears for oncology children, and with fundraising dollars raised at functions prior to the event. New partner this year, MaxLove Project, will be joining PCRF in spreading awareness and providing a fun activity for children to experience.

“Western Round Up is a chance for oncology families walking the same path to connect and make hope-filled memories. For individuals and corporations wanting to make a direct impact on a child's day, this is that opportunity. Your support can be underwriting a specific cost of the event or simply sponsoring a family to attend. By supporting this event, you will be helping oncology families celebrate the mission that drives the Pediatric Cancer Research Foundation. Your gift builds memories,” commented PCRF Philanthropy Manager, Christine Farwell.

The Flight of the Doves, a special dove release ceremony, will be held at the end of the event to honor and remember loved ones who are in all stages of their journey: some who are just starting their treatment, others who are in remission and are survivors, as well as remembering those we have lost.

Admission is free and by reservation for pediatric oncology kids and their families. Please contact PCRF at (949) 859-6312 or admin@pcrf-kids.org for more information.

About Pediatric Cancer Research Foundation (PCRF)

The Pediatric Cancer Research Foundation (PCRF) is an independent, nonprofit organization, wholly dedicated to funding leading-edge pediatric cancer research nationwide. Since its founding in 1982, PCRF has raised over \$42 million dollars and funded over \$32 million towards the ultimate goal of ending pediatric cancers so children and their families can re-focus on the joys of childhood. For more information, please visit www.PCRF-kids.org, or contact Executive Director Jeri Wilson at jwilson@pcrf-kids.org.

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