This month we celebrated Cancer Research Month and highlighted our new 2020 grantees!

May was particularly busy for us at PCRF. The shock of what it takes to live with COVID-19 subsided. It was replaced with the piercing recognition that we need to always be laser focused on maintaining the forward momentum of pediatric cancer research. This isn’t easy work right now, but it is essential and is what we do. It means that we need to be brave and bold about communicating what we need and fearless about asking for help.

Towards this end, we dialed up our media outreach. Check out our coverage on CBS Los Angeles and KNX 1070 NewsRadio (below) informing people that we are bracing for a significant downturn in funding and asking for donations. We’ve developed a Father’s Day outreach effort to celebrate these important heroes on the heels of our first Mother’s Day e-card effort and we’re readying plans for a summer fundraising campaign that we look
forward to telling you about in July. We’re optimistic about what we can accomplish even in this strange new world, but know that we need you – our most loyal supporters - more than ever to ensure that we can reach higher together.

On another positive note, I think you will enjoy reading about the work of Dr. Wang in our story below. He is focused on improving CAR T cell therapy for pediatric brain tumors and is finding ways to keep the CAR T cells active for longer, making treatments much more effective. This is a powerful example of why we can’t let up. He is only one of our 16 prestigious researchers coming to work every day to help find a cure.

Finally, as the nation opens up, please be attentive about looking after your health. Wear a mask, wash your hands, and embrace social distancing. You are all very important to us and we need you in our corner.

In partnership,

Jeri Wilson, Executive Director
Pediatric Cancer Research Foundation

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PCRF IN THE NEWS

**CBS Los Angeles TV Segment on COVID-19’s Impact on Charities' Funding With Jeri Wilson**

We’re so honored that the Los Angeles CBS TV affiliate, CBSN Los Angeles, selected to talk with PCRF Executive Director Jeri Wilson to understand the impact COVID-19 is having on local charities and how supporters can help.

In the 6-minute segment, Jeri Wilson emphasized that PCRF is staying resilient and focused despite the current challenges and graciously told viewers how they could help, if they are able.

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**KNX 1070 NewsRadio Interview With Jeri Wilson**

KNX 1070 NewsRadio’s Heather Jordan interviewed Jeri Wilson discussing the impact COVID-19 is having on organizations like
PCRF. They talked about how change can bring new opportunity and highlighted our fearless mindset in the fight to cure pediatric cancer.

Listen to the interview

Each card is specially designed by cancer patients, family members and cure seekers.

Celebrate the Devoted Dad in Your Life with a Father’s Day Greeting from PCRF!

This Father’s Day, honor your dad by sending him Father’s Day greetings with the help of the Pediatric Cancer Research Foundation.

$5 is all it takes to forward an e-card; additional gift options can be selected at designated dollar amounts detailed below:

- **For a donation of $50-99**, your dad will receive an e-card of your choice, along with a PCRF HOPE Mug and $10 Starbucks Card
- **For a donation of $100-249**, your dad will receive an e-card of your choice, along with a TravisMathew lifestyle polo (with PCRF logo)
- **With a $250+ donation**, your dad will receive an e-card of your choice, along with a TravisMathew lifestyle polo (with PCRF logo) and Melin golf hat.

Celebrate Dad Today!
Haircuts for Hope

When Diane's niece, Alyssa, was diagnosed with leukemia at the age of 4, she knew she wanted to make a difference. Diane started a fundraising campaign called "Cuts for a Cure." Everyone has missed at least one haircut or salon appointment due to COVID-19, so she is encouraging supporters to donate that money to PCRF as a way to advance research for childhood cancer.

Diane's story is already reaching the hearts of many and capturing local media attention within her community. We are thankful for her generous spirit that is helping to awareness for PCRF and pediatric cancer.

- Watch her recent on-air interview with WCRBtv
- Read her feature in a local online newspaper

Click here to support Diane

Share Hope From a Distance & Support this Year's Dove Release

The Western Roundup is PCRF’s most special event of the year, where we celebrate and honor oncology families throughout Southern
California. While we are not able to celebrate in person this year – we are eager to honor our families and share hope from a distance.

With your help we can bring some hope, warmth, and maybe a little fun to the homes of our special families and warriors. There are 4 ways to support this amazing and safe Western Roundup.

- **Become a Dove Patron**
- **Sponsor a Family** to receive a special package of fun at their home.
- **Sponsor a Dove** and tune into a virtual dove release on June 7th.
- **Support Research** and the 46 kids diagnosed with cancer every day.