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FOR IMMEDIATE RELEASE

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THE PEDIATRIC CANCER RESEARCH FOUNDATION TEAMS UP WITH SPOONFUL OF COMFORT TO PROVIDE “SOUP-ER” SUPPORT FOR PEDIATRIC CANCER RESEARCH

IRVINE, CA (July 13, 2020) –The Pediatric Cancer Research Foundation (PCRF), a not-for-profit dedicated to eliminating childhood cancer by funding leading-edge research, and gourmet soup company Spoonful of Comfort are teaming up in a charitable partnership to raise funds for pediatric cancer research. The partnership enables gift-givers to send delicious care packages to folks who’d benefit from ladles full of love and help end childhood cancer all at once.

Throughout the month of July, Spoonful of Comfort is donating 15 percent of each sale or a minimum of \$10 per package, tax and shipping excluded, when customers use the code “PCRF” at checkout.

“Purchasing a gift from Spoonful of Comfort is a great way to reach out and show someone you care when you can’t be there in person,” explained Jeri Wilson, Executive Director, PCRF. “This tasty care package shows kindness and compassion and is suitable for every occasion or person in our lives – be it an extra special thank you, get well soon, a loving lift for someone who is far from home or just a kind gesture for clients, teachers, business partners or babysitters.”

“We’re grateful to Spoonful of Comfort for their collaboration and support in raising much-needed funds for childhood cancer research,” Ms. Wilson continued. “We hope people will think generously about sharing this very special gift -- it promises to warm the hearts of recipients and will help bring smiles to the children who will ultimately benefit from the research dollars that are raised.”

Every \$50 raised will support an additional hour of research. These funds are particularly valuable today when the impact of COVID-19 threatens to disrupt charitable fundraising, which in this case could mean rupturing the hopes and lives of pediatric cancer patients.

“Supporting cancer patients and cancer research has always been a meaningful cause to us. We are humbled and honored to partner with PCRF in this effort,” said Marti Wymer, Spoonful of Comfort Founder and CEO.

In addition to gourmet soup, Spoonful of Comfort also offers special summer packages, called Spoonful of Sunshine (lemonade) and Spoonful of Summer S’mores. Whichever thoughtful gift you chose, every delicious drop will raise money for pediatric cancer research.

Packages may be ordered online at www.spoonfulofcomfort.com or by calling 877-404-7678. Please be sure to use the code PCRF at check out for the funds to be appropriately allocated.

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About Pediatric Cancer Research Foundation (PCRF)

For close to 40 years, the not-for-profit Pediatric Cancer Research Foundation (PCRF) has been pioneering the effort to eliminate childhood cancer by identifying and funding promising leading edge research. Driven by the vision that every child deserves to grow up cancer free, PCRF exclusively targets its resources toward emerging and breakthrough research opportunities that demonstrate the best hope of a cure. Since its founding in 1982, PCRF has raised over \$48 million dollars for research. It presently supports researchers at 13 prominent labs across the nation. For more information, please visit www.PCRF-kids.org, or contact Executive Director Jeri Wilson at jwilson@pcrf-kids.org.

About Pediatric Cancer

Pediatric cancer is a growing problem worldwide. A child or adolescent is diagnosed with cancer every two minutes around the globe. In the US, pediatric cancer is the number one cause of disease-related death in children under 15 years of age -- but pediatric cancer receives less than 4 percent of the Federal government's research budget. The rest of the funding comes from non-profit organizations like PCRF, which are collectively having a huge impact. Over the last 37 years, survival rates for childhood cancer have risen from 10 percent to over 80 percent. However, there are still childhood cancers that have not had the same results – rare and aggressive cancers continue to devastate families and rob children of their childhoods. Independently-funded research continues the necessary work of finding cures and improvements in care.

About Spoonful of Comfort

After receiving the dreaded call that her mother had been diagnosed with terminal cancer in 2008, Ms. Marti Wymer, living thousands of miles away, conceived the idea for Spoonful of Comfort, a company that would allow others in her situation to send the nostalgic comfort of chicken soup to their ailing loved ones no matter the distance between them. Since then, Spoonful of Comfort has grown into a national online gifting company specializing in comfort packages that it ships to all 50 states. With its 100% customer satisfaction guarantee, Spoonful of Comfort is quickly becoming a leader for get well gifts, corporate gift packages, new baby gifts, sympathy gifts, thinking-of-you gifts and college care packages.