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Boys of Summer Campaign with Jon Lester raises funds for Pediatric Cancer Research Foundation

June 15, 2017 **Chicago, IL-** Cubs Pitcher Jon Lester teams up with Pediatric Cancer Research Foundation (PCRF) to continue the fight against pediatric cancer this summer with a *Boys of Summer* promotion benefiting his NVRQT platform. Short for “never quit”, the campaign run by PCRF and Jon Lester has one commitment: to strikeout pediatric cancer.

Each hour of research conducted to fight pediatric cancer requires approximately \$50 in funding. By donating \$150, donors are “striking out” cancer with 3 hours of research, or “outs”. Beginning the first day of the season, June 21, supporters can visit www.nvrqt.org to donate. The first 100 donors who donate at least \$150 to the campaign will receive an autographed 8x10” Jon Lester photo capturing a moment during last year’s World Series run.

A cancer survivor himself, Lester had a number of cancer related organizations seeking his involvement. He attributes his selection of PCRF and pediatric cancer to his children. Lester explains, “Upon the birth of our first child, Hudson, I remember thinking that I couldn’t imagine my son going through what I went through, and suddenly my mission became clear. Alongside my wife, Farrah, we were going to raise funds and awareness for pediatric cancer research.” In 2012, NVRQT was launched and between Road Rallies, NVRQT Nights, and more, Lester has raised over a million dollars for pediatric cancer research.

“We are excited to use the summer season and its quintessential sport to inspire donations directly developing innovative treatment protocols; improving patients’ long-term quality of life; and supporting those scientists focuses on medical breakthroughs,” said Jeri Wilson, Executive Director for PCRF. “Jon and the NVRQT platform have been instrumental to support our research efforts in the Chicago area and beyond. ”

The campaign runs through September 22nd, with photos awarded to the first 100 individuals donating a minimum of \$150 during the term.

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 \$40 million dollars towards the ultimate goal of ending pediatric cancers so children and

their families can re-focus on the joys of childhood. This commitment has translated into immediate treatment for children with cancer by developing innovative treatment protocols; improving patients' long-term quality of life; and supporting those scientists working on the precipice of important medical breakthroughs. In 2016, PCRF earned the distinction of a fourth consecutive 4-star rating from CharityNavigator. For more information, please visit www.PCRF-kids.org.

About NVRQT

Short for "never quit," the NVRQT campaign, run by Pediatric Cancer Research Foundation (PCRF), helps to raise awareness and funds for children's cancer research with the help of Chicago Cubs pitcher, Jon Lester. In 2012, the World Series champion pitcher and cancer survivor made the commitment to partner with PCRF to provide inspiration for those who suffer with cancer, and support the researchers who choose to dedicate themselves to finding a cure. Lester meets with children battling cancer at home and on the road at his Road Rallies, and hosts an annual NVRQT Night with themes ranging from Hollywood Squares to Country Fairs, each year surpassing the previous year's contribution. NVRQT is the rally cry, cause and mantra in the fight against pediatric cancer. For more information please visit, www.nvrqt.org.

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