



FOR IMMEDIATE RELEASE

**Rally Foundation Teams Up with the Georgia High School Association
to #Goldstrong for Childhood Cancer Awareness this Fall**

*High schools across the state to be #Goldstrong in September
for Childhood Cancer Awareness Month*

ATLANTA – July 29, 2021 – Each school day in America, 46 kids are diagnosed with cancer, the leading disease killer of children in America ages 1 to 19, yet less than 4% of federal cancer research funding is allocated to childhood cancers. In honor of Childhood Cancer Awareness Month this September, the [Georgia High School Association](#) (GHSA) is partnering with the [Rally Foundation for Childhood Cancer Research](#) (Rally) to be #Goldstrong, United Against Childhood Cancer during September, Childhood Cancer Awareness Month.

GHSA first partnered with Rally to demonstrate their support for National Childhood Cancer Awareness Month in September 2016. The organization encouraged Georgia high school students, athletes and parents to raise awareness and raise funds during September. The initiative raised more than \$100,000 statewide for childhood cancer research through change collection at various sporting events and other school activities.

"We are excited to be in our fourth year partnering with the Rally Foundation for Childhood Cancer Research to encourage our schools to bring attention and raise much needed funds for this worthy cause," said Dr. Robin Hines, GHSA executive director. "The GHSA and its member schools are affected by this disease far too often, and we are excited to do our part to raise awareness and funds for researching childhood cancers. We encourage everyone to be #Goldstrong in September!"

Georgia students and parents can fundraise and be #Goldstrong by wearing gold T-shirts, wristbands and ribbons, in compliance with school uniform and dress codes, throughout the entire month of September. Rally can provide posters, stickers, decals, and other materials to help schools get started. Georgia high school athletes are encouraged to select a home game to be a #Goldstrong game by wearing gold apparel and accessories that comply with the following GHSA uniform restrictions:

- Football teams can wear gold jerseys, socks or wristbands at home games
- Cross country, volleyball and softball teams can wear matching gold headbands and wristbands at home meets and games

"We are thrilled to partner with the Georgia High School Association again this fall for teams to be #Goldstrong for childhood cancer awareness," said Dean Crowe, Rally founder and CEO. "We love seeing kids empowered to help kids, and that's exactly what these student athletes are doing when their teams are #Goldstrong – they are bringing awareness to their peers who are fighting, have fought or have lost their battle with cancer. This is crucial to our mission of raising awareness and funds for childhood cancer research to find better treatments and, ultimately, cures."

For more information on how to get involved with Rally, request materials, or to donate, visit [RallyFoundation.org](#) or @RallyFoundation on Facebook. Suggested social media hashtags include #Goldstrong and #RallyOn. Schools can also elect to participate in our loose change collection program, if they desire. For more information, please email Adam Cohen at adam@rallyfoundation.org.



To learn more about upcoming GHSAs events and initiatives, please visit GHSAs.net.

About the Georgia High School Association

The Georgia High School Association (GHSAs) is a voluntary, non-profit organization composed of over 450 public and private high schools. The GHSAs administers regulations for region and state competition in 17 sports and two activities. Founded in 1904, the GHSAs strives to promote good sportsmanship, participant safety and fair play among its member schools. For more information visit www.ghsas.net.

About the Rally Foundation for Childhood Cancer Research

Cancer is the #1 disease killer of kids in America ages 1 to 19. Rally Foundation for Childhood Cancer Research (Rally), a 501(c)(3) nonprofit organization, empowers volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and, ultimately, cures. Since its founding in 2005, Rally has awarded more than \$22 million in grants funding research projects worldwide. According to independently audited financials, 93 cents of every dollar raised supports Rally's mission. Rally holds a 4-star rating from Charity Navigator, is recognized as a GuideStar Platinum Participant and received the Independent Charities Seal of Excellence from America's Best Charities. For more information, visit RallyFoundation.org.

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