



FOR IMMEDIATE RELEASE

Rally Foundation Teams Up with the Georgia High School Association to "Go Gold" for Childhood Cancer Awareness this Fall

High schools across the state to "Go Gold" the week of Sept. 11 – 15

ATLANTA – Aug. 24, 2017 – Each school day in America, 46 kids are diagnosed with childhood 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 "Go Gold" for childhood cancer awareness the entire month and more specifically during fall sports the week of Sept. 11 – 15.

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 "Go Gold" during the week of Sept. 12, 2016. The initiative raised more than \$100,000 statewide for childhood cancer research.

"We are honored to partner with the Rally Foundation for Childhood Cancer Research to encourage our schools to bring attention to 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 Go Gold in September!"

Georgia high school students and parents can fundraise and "Go Gold" by wearing gold T-shirts, wristbands and ribbons, in compliance with school uniform and dress codes, throughout the entire month of September. Then, the week of Sept. 11, Georgia high school football, cross country, volleyball and softball teams are encouraged to "Go Gold" at home games and meets 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 'Go Gold' in September," 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 'Go Gold' – 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, or to donate, visit RallyFoundation.org or @RallyFoundation on Facebook, Instagram and Twitter. Suggested "Go Gold" social media hashtags include #GoGold and #RallyOn. Schools can also elect to participate in a [Rally 4 Quarters 4 Research](#) fundraiser, a loose change collection, if they desire. For more information, please email Marcie@RallyFoundation.org.

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



About the Georgia High School Association

The Georgia High School Association (GHSA) is a voluntary, non-profit organization composed of over 450 public and private high schools. The GHSA administers regulations for region and state competition in 17 sports and two activities. Founded in 1904, the GHSA strives to promote good sportsmanship, participant safety and fair play among its member schools. For more information visit www.ghsa.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 \$11 million in grants funding 252 research projects. According to independently audited financials, 92 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.

###

Media Contact:

Lindley Presley
404-847-1270 (office)
770-634-0832 (cell)
Lindley@RallyFoundation.org