

For the Office of The Deputy Mayor  
Town of Okotoks  
5 Elizabeth Street  
Okotoks, AB T1S 1K1

July 20<sup>th</sup> 2021

**ATTENTION: CITIZEN RECOGNITION & PROTOCOL ADVISOR**

**RE: PROCLAMATION OF CHILDHOOD CANCER AWARENESS IN SEPTEMBER**

Your Worship,

Firstly, may I offer my sincere condolences to yourself and Council. The news of Mayor Bill's passing was such a shock. Please pass along our condolences as well to his wife and family. My son who is now 10, still talks about when the Mayor came into his Grade 1 class at DMG and presented them with a pizza party for reading so many books.

I am writing to you today as September is **Childhood Cancer Awareness Month** and on behalf of the **Kids Cancer Care Foundation of Alberta, Childhood Cancer Canada**, and the children and families they serve, I respectfully invite you to join Alberta children in their fight against cancer by **declaring the month of September as Childhood Cancer Awareness Month** in Okotoks.

My family moved to Okotoks from the UK in September 2011. We have felt the incredible support of this community when our daughter, Jessica, was born with a rare brain tumour on July 7<sup>th</sup> 2015. Following brain surgery at just 7 weeks old, Jessica was diagnosed with cancer during Childhood Cancer Awareness Month. Jessica lived every day of her life, always with a smile, teaching us how to live in the moment and to make each day as beautiful as possible, and to always choose love and hope over anger and fear. Jessica passed away ten days after her 1<sup>st</sup> birthday on July 17<sup>th</sup> 2016, and we consented to donate her tumours to research. A lab in Calgary now has an established cell line of her tumours and have already made some incredible and promising progress with their research. Our motto was to "Celebrate this day and believe in tomorrow" and so we give gratitude every day for the one year and ten days that we got to spend with our daughter, and we carry the hope in our hearts that the research taking place with Jessica's tumour donation, leads to a tomorrow where other families will not have to say goodbye to their children. Childhood Cancer Research is severely underfunded though, and we are fighting to bring awareness to this important cause because our children deserve better. They deserve a childhood and a future.

During Childhood Cancer Awareness Month 2021, individuals and businesses are joining forces with Kids Cancer Care and Childhood Cancer Canada to host fundraising and awareness events in order to draw attention to the disease and its impact on young lives.

The Kids Cancer Care Foundation of Alberta is a registered charity dedicated to helping young people and their families affected by cancer survive and thrive in body, mind and spirit. Childhood Cancer Awareness Month invites all Albertans to learn more about the disease and how they can make a positive impact in the lives of children with cancer.

Whereas; each year, approximately 190 Alberta children will be diagnosed with cancer and approximately 30 of those children will not make it;

Whereas; childhood cancer is the number one cause of disease-related deaths in Canadian children;

Whereas; 83 per cent of children diagnosed with cancer will survive, but more than 75 per cent of those children will live with permanent side-effects, which may include, but are not limited to, deafness, blindness, growth issues, motor impairments, cognitive difficulties, heart, kidney and fertility issues, psychological, neurological or endocrine disorders; and

Whereas; September of each year is now officially recognized as Childhood Cancer Awareness Month in Alberta and across North America.

I hope you will support us in our "Make Canada Gold" Campaign and consider lighting up the Town Hall in Gold in September. If September 1<sup>st</sup> is not available we would like to request Sept 2<sup>nd</sup> or 3<sup>rd</sup>, or Sept 30<sup>th</sup>.

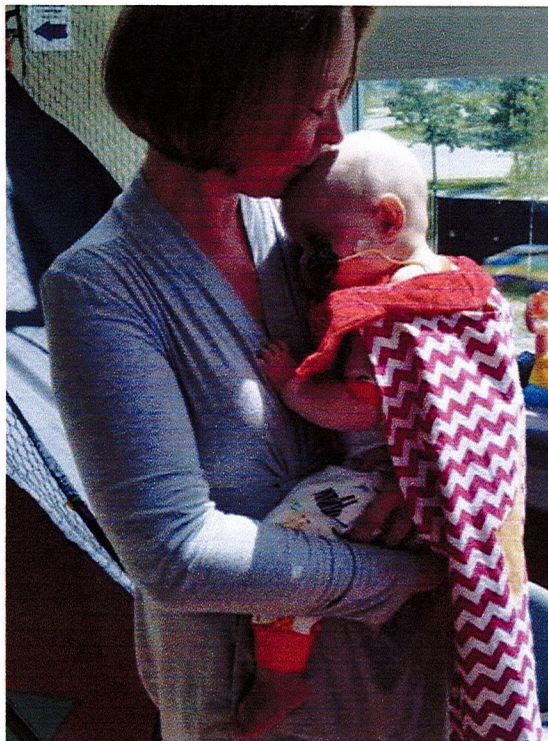
Thank you in advance for taking a stand with us during Childhood Cancer Awareness Month. If you require more information about Childhood Cancer Awareness Month, please visit us online at [kidscancercare.ab.ca](http://kidscancercare.ab.ca) or contact me at [REDACTED] or [REDACTED]

Sincerely,

[REDACTED]

Lyndsay Heaton

Town of Okotoks Resident and Bereaved Momma



<b>Event Name</b>	Make Canada Gold
<b>Colours</b>	R255 G166 B0 (Yellow)
<b>Event Description</b>	<p>Childhood Cancer Canada is collaborating with the Kids Cancer Care Foundation of Alberta and children's cancer groups across the nation to launch a campaign called "Make Canada Gold" to help raise awareness for Childhood Cancer Awareness Month.</p> <p>Our goal is to have monuments and historical buildings all across Canada lit up gold (R255 G166 B0 Yellow) for September 1, 2021 – the first day of Childhood Cancer Awareness Month – and we would like to add you to the locations participating.</p> <p>Cancer is the leading cause of death by disease of Canadian children and one in five children will not survive beyond five years after diagnosis. With approximately 1,500 children and youth diagnosed each year, it is a cause close to the hearts of many Canadian families.</p>
<b>Areas of Promotion</b>	Media Outreach Newsletter Press Materials Website Social Media
<b>Handles</b>	FB & Instagram @Childhoodcancercanada, Twitter @ChldhdCancerCan
<b>Website</b>	childhoodcancer.ca
<b>Website</b>	kidscancercare.ab.ca
<b>KCC Address</b>	5757 4 St SE
	Calgary
	Alberta
	T2H 1K8