

FOUNDATION SURPRISES FAMILIES WITH A SPOOK-TACULAR CARE PACKAGE



"When witches go riding and black cats are seen, the moon laughs and whispers 'tis near Halloween!"

Nearly 600 kiddos opened their doors to a spook-tacular surprise this Halloween. Iowa Select Farms and the Deb and Jeff Hansen Foundation teamed up once again with Children's Cancer Connection (CCC) to put together scary, ghoulish and sweet surprise care packages.

"Our kids were so surprised when they received these boxes, we received calls and emails from their parents almost immediately," says Melissa Beaman, CCC Director of Family Advocate, Hospital and Clinic Based Programs. "Everything inside was fun and festive, a perfect way to celebrate Halloween as a family."

The care packages arrived at the homes of 600 special families the weekend before Halloween. Inside the care package children found a smaller box within filled with chewy, gooey and gummy treats. Two bags of caramel popcorn dressed in orange, black, purple and green lay next to festive Halloween foaming soaps.

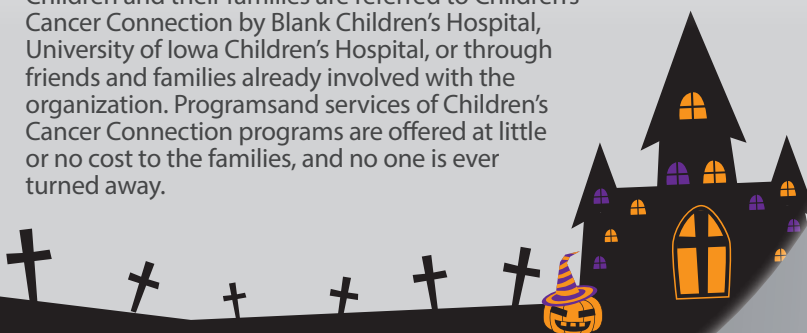
Tucked between a sticker book and a make-your-own candy jewelry kit, kids found a Halloween Family Activity Book created by the Deb and Jeff Hansen Foundation. The activity book contained 70 pages full of bingo, mazes, recipes, games and activities.

"The heart of these care packages is the family activity book we created," says Jen Sorenson, Iowa Select Farms Communications Director. "The kids can just tear open the packaging and enjoy page after page of Halloween fun."

To date there are families in every county—over 200 communities—who have a child who has been diagnosed with cancer. Throughout the year, the Foundation ships out surprise care packages straight to the homes of families and also organizes events at the Hansen Home for Hope, such as the recent Back-to-School Bash and upcoming Christmas party, complete with presents and a visit from Santa.

"Cancer impacts the entire family," said Sorenson. "Everything we do includes the siblings and parents—everyone is welcome. Each effort is unique, and is designed help make life a little brighter and easier for families who are living with childhood cancer.

Children and their families are referred to Children's Cancer Connection by Blank Children's Hospital, University of Iowa Children's Hospital, or through friends and families already involved with the organization. Programs and services of Children's Cancer Connection programs are offered at little or no cost to the families, and no one is ever turned away.



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