



#GIVINGSMILES

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Ryan's Case for Smiles Launches #GivingSmiles Challenge to Help Kids Feel Better to Heal Better

PHILADELPHIA, November 11, 2015—[Ryan's Case for Smiles](#)—one of the few volunteer organizations solely dedicated to helping children with life-changing illnesses and injuries cope with the stress and emotional impact of their illnesses and injuries—is excited to join the #GivingTuesday movement on December 1 with the launch of its [#GivingSmiles Challenge](#) to help kids feel better to heal better. The goal of the #GivingSmiles Challenge is to raise \$10,000 to support the organization as it expands its mission to provide additional support and resources to children and their families. To allow the organization to reach twice as many families, Founder and CEO Cindy Kerr, and her husband, Gavin will match up to \$5000 of all donations received during the #GivingSmiles Challenge.

Each year, thousands of children are hospitalized due to life-changing illnesses and injuries, an experience that can be terrifying and traumatic for both a child and their family. Not surprisingly, 20-30 percent of young patients and their family members develop symptoms of Post-Traumatic Stress Disorder (PTSD). In addition to providing bright, colorful pillowcases to give hospitalized children an emotional boost, Ryan's Case for Smiles is partnering with the Center for Pediatric Traumatic Stress to develop resources and tools to help entire families better understand and cope with the difficult experience.

To learn more and to take the #GivingSmiles Challenge, please visit caseforsmiles.org/givingsmiles.

About Ryan's Case for Smiles

Ryan's Case for Smiles, a national nonprofit organization, was started over eight years ago by Cindy Kerr when her son Ryan was diagnosed with Osteosarcoma (bone cancer) at the age of 12. While Ryan is no longer with us, his inspiration has led the growth of Ryan's Case for Smiles to include 120 chapters serving over 50,000 children each year at more than 330 children's hospitals worldwide, having delivered over one million pillowcases to date.

About #GivingTuesday

Occurring this year on December 1, #GivingTuesday is a global movement to encourage charities, families, businesses, community centers and students around the world to come together for one common purpose: to celebrate and encourage giving in an impactful way. For more information, visit givingtuesday.org.



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