



FOR IMMEDIATE RELEASE

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1 Million Pillowcases and Counting!

Nonprofit Dedicated to Helping Kids Feel Better to Heal Better Celebrates Delivery of 1 Millionth Pillowcase with National School PJ Party and Pillowcase Delivery to Hospitalized Children in all 120 Chapters

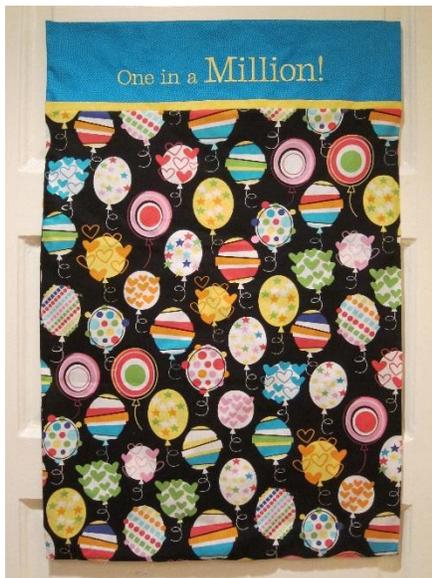


Figure 1: Image of 1 Millionth Pillowcase

Wayne, PA. (September 17, 2015)—*Ryan's Case For Smiles* (formerly ConKerr Cancer) today announced a milestone in the nonprofit's history—**the delivery of their 1 Millionth Pillowcase.** *Case For Smiles* is one of the few volunteer organizations solely dedicated to helping sick children cope with the stress of their illnesses and injuries. While doctors focus on the medical needs of the children, few resources are available to provide comfort to the child. That's where *Case for Smiles* comes in. Volunteers provide whimsical pillowcases that give the children an emotional boost and remind them they are not defined by their illness. While seemingly simple, a pillowcase provides seven proven stress relievers that enhance the well-being of the children and their families: comfort, play, choice, familiarity, expression, connection and hope. With improved emotional well-being, the children are more likely to regain their health faster.

On September 17, 2015 *Case for Smiles* volunteers will **deliver the ceremonial 1 Millionth pillowcase to a hospitalized child in each of its 120 chapters across North America.** Each child will receive this specially designed pillowcase to celebrate this milestone.

"2015 is a momentous year for us, and as we celebrate the delivery of our 1 millionth pillowcase to 120 chapters and the growth of our organization as a whole, we do so with a new name, new website, and renewed commitment to help kids feel better to heal better," said Cindy Kerr, Founder and CEO of *Case for Smiles*. "After seven years of existence, we changed our name from ConKerr Cancer to *Ryan's Case for Smiles* (*Case for Smiles* for short) to reflect the evolution of our organization's mission to serve all children with life changing illnesses and injuries- not just those with cancer, and honor the thousands of volunteers who are creating smiles each day. We thank everyone who has been a part of our story and can't wait for the thousands of smiles we hope to make in years to come."

National School PJ Party

To celebrate the 1 Millionth pillowcase, *Case for Smiles* has asked **schools across the country to declare September 17, 2015 "National PJ Day."** Students and teachers from coast to coast will wear their PJs in honor of children in their local hospitals. In addition, each school will raise money for fabric by creating a *Wall of Smiles*. The Wall will be made up of get-well notes from the students that will be delivered to sick children with the pillowcases. For a full list a schools participating or to learn how to donate to your local chapter visit www.caseforsmiles.org.

Pillowcases and PTSD

A hospital stay can be a terrifying experience for a child. So terrifying that 20% of children who survive cancer meet the full clinical diagnosis of Post-Traumatic Stress Disorder (PTSD). That's a similar rate of PTSD to all U.S. Military Veterans since the Vietnam War. The promising news is research shows trauma can be minimized and outcomes can be improved through experiences that reduce stress. **Case For Smiles is partnering with the nation's leading child psychologists at the Center for Pediatric Traumatic Stress to develop and distribute tools to help children and families cope.**

"Studies show that hospitalized patients that participate in stress reducing activities spend less time in intensive care units, are less likely to be re-admitted to the hospital after they go home, and experience less depression and nausea while in the hospital," said Cindy Kerr, Founder and CEO of *Case for Smiles*. "At *Case for Smiles* we are acutely aware that with enhanced emotional well-being, the children are more likely to regain their health faster. This speaks directly to the core of our mission - helping kids feel better to heal better. Our 1 Millionth milestone is a wonderful chance to bring awareness to how we help, and how anyone can help—by donating funds or volunteering. We invite everyone to learn more at www.caseforsmiles.org."

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About Ryan's Case for Smiles

Cindy Kerr began making pillowcases for her son Ryan more than a decade ago to brighten his hospital room and put a smile on his face during his cancer treatment. While Ryan is no longer with us physically, his legacy lives on at over 330 hospitals. *Case for Smiles* has 120 chapters worldwide and in seven short years, has delivered over 1 Million pillowcases to children with cancer and other life changing illnesses. The 'value' of this work? One could say is **priceless**. The materials and supplies alone are worth over \$10,000,000.

With every stitch, every yard of fabric and every pillowcase we get one step closer to our goal of helping kids with cancer and life changing illnesses, *feel better to heal better*. Learn more at: www.caseforsmiles.org