

The Coco Foundation Annual Holiday Toy Drive 2014 to benefit Children's Oncology Units

Allentown, PA –December 4, 2014: The Coco Foundation holds their Annual Holiday Toy Drive to collect donations of toys and gifts during the holiday season to be distributed to children battling pediatric cancer at The Children's Hospital of Philadelphia, The Children's Hospital at Lehigh Valley Hospital, St. Christopher's Children's Hospital, and The Janet Wiess Children's Hospital at Geisinger Medical Center. Beginning on November 4th and running through Dec. 12th, toy collection boxes and posters were distributed across the Lehigh Valley at area schools and businesses. Toys may also be dropped off at Meritt Insurance Offices and General Supply Company during regular business hours. All donations must be new, unwrapped items.

On December 15th, The Coco Foundation board members and volunteers will host a toy sorting night to separate the toys collected and prepare them to be delivered to the area oncology units on December 16th and 17th. The Coco Foundation is expecting well over \$30,000 in toys to be donated, sorted, and distributed this holiday season. The toy sorting event will take place from 5:30-7:30 pm at Executive Education Academy Charter School, 555 Union Blvd. Allentown, PA 18109.

The Coco Foundation is pleased to announce that their Annual Holiday Drive is sponsored by One Saturday Program, Penske Truck Rental, Meritt Insurance, General Supply Company, Executive Education Academy Charter School in Allentown, and ULINE.

Please contact the event organizer for more information or questions: Tina Eichlin, 484-695-8923, tina@thecocofoundation.org

The Coco Foundation carries out their mission to provide support to children and their families going through cancer treatment. We are extremely excited to be collaborating together with the local community to accomplish our goal. Working as a team will have a much more effective and successful outcome in accomplishing our mission" says Ali Lazaridis, Executive Director at Coco Foundation.

The Coco Foundation was founded in 2010 with the goal of providing resources and support to individuals, families, and friends impacted by pediatric cancer. Furthermore, the organization seeks to achieve three primary objectives:

- To help fund clinical research aimed at improved diagnosis and treatment of pediatric cancer
- To raise awareness about pediatric cancers and the important role of cord blood, bone marrow, and blood product donation in cancer treatment
- To provide personalized support and information for children and their families while dealing with pediatric cancer diagnosis, treatment, recovery, and related expenses.

For more information contact info@thecocofoundation.org or

Visit www.thecocofoundation.org

