

Children's Health



Stamp Out Childhood Cancer A Footprint At A Time

(NAPSA)—Although 42 children on average are diagnosed with cancer every day, the encouraging news is that the five-year survival rate is now nearly 90 percent. Nevertheless, to these children and their families, the 5 percent of government funding for cancer research that goes to study children's cancer is simply not enough. Fortunately, some major corporations are stepping up to help—and you can, too. Here's how:

For 14 years, Aflac has produced a holiday version of its beloved Aflac Duck. These ducks are sold at participating Macy's stores and at www.aflacduckprints.com, with the net proceeds going to the nearest participating children's cancer facility to where the duck is purchased. All told, these cute ducks have netted more than \$3 million of the \$92 million Aflac has raised.

Another key way you can help, according to Aflac Foundation President Kathelen Amos, is by helping build awareness. "We need to have a national discussion about childhood cancer in order to put an end to this disease once and for all," Amos says. "The first step is to get involved, even if it's something you may think is small. Together, it all adds up."



The Aflac Holiday Duck has raised \$3 million for childhood cancer. It's available this year at Macy's stores as well as online at aflacduckprints.com.

That's one reason Aflac has introduced Duckprints, a national, grassroots movement to raise awareness and money by honoring those who have left their footprints in the fight against childhood cancer—and by encouraging the public to get involved on social media. Along with the many doctors and nurses on the front lines, these heroes include Baseball Hall of Fame pitcher Tom Glavine and famed jewelry designer Kendra Scott, each of whom has quietly contributed their time and renown to the cause.

To be a part of the solution, post on Facebook or tweet using the hashtag #duckprints. For each post, Aflac donates \$2 to the cause.