



## For Immediate Release

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## ALBANY BERKELEY SOCCER CLUB ATHLETES LACE UP 4 PEDIATRIC CANCER® TO SUPPORT KIDS WITH CANCER AT UCSF BENIOFF CHILDREN'S HOSPITAL OAKLAND

**DATE- [Oakland, CA](#)/Cherry Hill, NJ:** The Albany Berkeley Soccer Club (ABSC) is teaming up with Go4theGoal Foundation and UCSF Benioff Children's Hospital Oakland this September in honor of Pediatric Cancer Awareness Month. During the ABSC World Cup on Monday, September 7<sup>th</sup>, ABSC's 350 soccer players will lace up their cleats with Go4theGoal's gold laces to raise awareness and support for local kids with cancer.

In September 2014, Akron Children's Hospital introduced Go4theGoal's Lace Up 4 Pediatric Cancer® campaign to local teams and athletes. In 4 weeks, the two organizations raised \$25,000 to provide financial assistance to the families of pediatric cancer patients. Due to the success of the partnership in 2014, Go4theGoal has partnered with 20 hospitals across the country to create similar awareness and support in other communities.

UCSF Benioff Children's Hospital Oakland's September awareness initiative is being spearheaded by Dr. Caroline Hastings, M.D, Director of the Fellowship Program of the Department of Pediatric Hematology Oncology. "I have been working here for 29 years and it's amazing to me how many people don't know how many kids we treat

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Go4theGoal is a 501 (c) (3) charitable organization

for many types of cancer,” said Dr. Hastings. “Many of these kids are classmates, team mates, and siblings of many of our fortunate healthy young athletes. I started this as a result of my youngest daughter’s disconcerting plea to me that kids really want to help but it is difficult to know what to do because they are not the ones with money or ability.”

“We started Lace Up 4 Pediatric Cancer® when youth soccer teams in New Jersey reached out wanting to know how they could help make a difference,” said Beth Stefanacci, Go4theGoal’s Executive Director. “It is amazing how much of an impact children and teens can have in their communities when they are given a chance. We are honored to have the players of ABSC Lace Up and raise awareness among their community and show local kids with cancer and their families that they are not in the fight alone!”

Proceeds from the sale of the laces and 100% of any donations will go towards funding psychological intervention at [UCSF Benioff Children’s Hospital Oakland](#) for patients and families going through this toughest time of their lives. If the partnership exceeds the goal of \$50,000, the additional funding will support the Survivorship Program to assist in providing long term care for survivors that may develop long term complications from their treatment. To donate to this cause or to start your own fundraising page, go to: [donate.go4thegoal.org/UCSFoakland](http://donate.go4thegoal.org/UCSFoakland).

#### ABOUT GO4THEGOAL FOUNDATION

Go4theGoal Foundation is a 501(c)(3) non-profit organization founded in 2006 by Dr. Richard and Beth Stefanacci, soon after their oldest child was diagnosed with Ewing's Sarcoma, a rare form of bone cancer. In 2011 Go4theGoal launched 2 national campaigns, National Pediatric Cancer Awareness Day and Lace Up 4 Pediatric Cancer®. These campaigns give schools, businesses, and sports teams an opportunity to raise awareness and much needed support for kids battling cancer. Go4theGoal provides children undergoing cancer treatment and their families with financial assistance, funds hospital-based programs, grants special wishes, and since 2007, has funded over \$1,000,000.00 in research. For the past 3 consecutive years Go4theGoal has earned the honor of "Top Rated Non-Profit" by Great Nonprofits. [Go4theGoal.org](http://Go4theGoal.org)

#### About UCSF Benioff Children’s Hospital Oakland

[UCSF Benioff Children’s Hospital Oakland \(formerly Children’s Hospital & Research Center Oakland\) is a premier, not-for-profit medical center for children in Northern California, and is the only hospital in the East Bay 100% devoted to pediatrics. UCSF Benioff Children’s Hospital Oakland affiliated with UCSF Benioff Children’s Hospital San Francisco on January 1, 2014. UCSF Benioff Children’s Hospital Oakland is a national leader in many pediatric specialties including cardiology, hematology/oncology, neonatology, neurosurgery, orthopedics, pulmonology, and sports medicine. The hospital is one of only five ACS Pediatric Level I](#)

[Trauma Centers in the state, and has one of largest pediatric intensive care units in Northern California. UCSF Benioff Children's Hospital Oakland has 190 licensed beds, over 500 physicians in 43 specialties, more than 2,600 employees, and a consolidated annual operating budget of more than \\$500 million. UCSF Benioff Children's Hospital Oakland is also a leading teaching hospital with an outstanding pediatric residency program and a number of unique pediatric subspecialty fellowship programs.](#)

[UCSF Benioff Children's Hospital Oakland's research arm, Children's Hospital Oakland Research Institute \(CHORI\), is internationally known for its basic and clinical research. CHORI is at the forefront of translating research into interventions for treating and preventing human diseases. CHORI has 250 members of its investigative staff, a budget of about \\$50 million, and is ranked among the nation's top ten research centers for National Institutes of Health funding to children's hospitals. For more information, go to \[www.childrenshospitaloakland.org\]\(http://www.childrenshospitaloakland.org\) and \[www.chori.org\]\(http://www.chori.org\).](#)

### **About ABSC:**

The goal of ABSC is to produce players who are well rounded, healthy, happy and play soccer with skill, confidence and passion. ABSC focuses on the whole player- technically, physically, and emotionally. Our programs are player-centric and seek to provide the best possible overall youth soccer experience.

Soccer is our tool of choice to teach children important life skills and to establish a positive attitude and healthy lifestyle. We believe strongly in looking at the whole child and overall development of the player. Rather than focus on winning a single game on one weekend, we recognize that developing soccer skills requires a long-term commitment to the player and the game. We seek out and promote coaches who emphasize the whole child and who are committed to providing an excellent soccer education and positive and memorable childhood experiences for all their players.

Formed in 1975, ABSC is a non-profit youth soccer organization. The club is 1,700-plus players strong, and is one of the largest youth soccer clubs in our area. The club relies on the generous support of 800 volunteers each year to help run our many programs. All our families are encouraged to get involved.