



# Halloween

## Money Box Campaign

### Leucan Awareness Month in Elementary Schools

My Friend Needs My Help...  
2011 Halloween Money Box Campaign

Did you know that our Halloween **My Friend Needs My Help...** money box campaign is not only a fundraising activity for Leucan **but first and foremost** an awareness campaign addressed to children at the elementary level in Québec to help them better understand the ordeal of their cancer-stricken friends?

#### Tons of new features!

- One participation prize of **\$1,000**
- New display
- A new friend, Cabosse the Friendly Witch, who will join children throughout the month of October
- A short questionnaire about the DVD on raising awareness about pediatric cancer
- New games (downloadable from [www.leucan.qc.ca](http://www.leucan.qc.ca))

#### Our "Super" Calendar is back!

The theme of October 2011: Supportive care

Spreading the word about Leucan's mission through this campaign on supportive care is essential to us. Our goal is to bring children to take actions linked to this theme with both teachers and classmates, especially if one happens to be cancer-stricken.

Please complete and return the registration form to receive your campaign kit in September.

- ☉ Our beautiful red money boxes with shoelaces
- ☉ Our short flyer with games to be inserted into the money box, and to which children can refer to explain why the money is raised
- ☉ The new campaign posters
- ☉ Our Halloween calendar
- ☉ A DVD to raise awareness on pediatric cancer, along with a guide and a questionnaire
- ☉ An Organizer's Guide
- ☉ A letter addressed to parents
- ☉ A participation certificate stating the amount raised by your school (once the campaign is over)



For more information, please contact Cabosse the Friendly Witch:  
514-731-3696 | 1-800-361-9643, ext. 228, [cabosse@leucan.qc.ca](mailto:cabosse@leucan.qc.ca) or go to our website at [www.leucan.qc.ca](http://www.leucan.qc.ca).



**Leucan, Association for children with cancer**

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