



Press Release
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Back-to-School Time for Cancer-Stricken Children: Support is Needed
September is Childhood Cancer Awareness Month

MONTREAL, September 1, 2018 – On this day marking the beginning of Childhood Cancer Awareness Month, Leucan seizes the opportunity to remind people of the importance of support when cancer-stricken children return to school after a long period of hospitalization.

“The treatments children undergo have several ramifications, including a change in physical appearance, troubles with concentration, fatigue, a weakened immune system, etc. All those changes lead to undue stress for children who are seeking out a sense of normalcy and hope to forget about their illness and enjoy back-to-school time like any other kids,” explained Carol Beaudry, Provincial Director, Family Services, Research and Partnerships.

In 2001, Leucan launched an outreach and support program to educate parents, the school staff, and the classmates on the realities of cancer-stricken children, and provide them with helpful tools. This tangible support fosters empathy and helps children with cancer to flourish, persevere, and succeed in school. In the past year, Leucan supported 85 children returning to school and met with more than 3,100 students to increase their awareness on the reality of their sick classmate.

The province of Quebec: A golden partner for cancer-stricken children

The Association will mark Childhood Cancer Awareness Month via various initiatives. For a fifth consecutive year, [Mia](#) is partnering up with Leucan to sell the Earrings of Hope to the benefit of the Association. For every pair sold, \$20 will be donated to Leucan. Jade, a young member of Leucan and spokesperson for the earrings campaign added, “Thank you, Mia and Leucan, for helping cancer-stricken children like me to regain hope during this difficult time.” The earrings are available today for purchase online at <http://bit.ly/bijouleucan> and in Mia booths or at Leucan’s regional offices from mid-September.

In addition, several preeminent buildings in Quebec will be lit up in gold today—the official colour of the fight against childhood cancer. Château Frontenac, Complexe Jules-Dallaire, the Price Building, the Montreal City Hall, Palais Montcalm, the Society for Arts and Technology (SAT), the Rialto Theatre, the Olympic Stadium Tower, and Université Laval, among others, will take part in this initiative.

Leucan also invites people to show their support by applying a special [gold filter](#) to their profile picture on Facebook.

About Leucan

For 40 years, [Leucan](#) has been supporting cancer-stricken children and their families from the day of diagnosis through every stage of cancer and its effects. As a loyal ally of hundreds of families and thousands of members across Quebec, the Association provides distinctive and tailored services, delivered by a qualified team with a cutting-edge expertise. Leucan also funds clinical research and the Leucan Information Centre. Thanks to its nine offices, Leucan is available across the province.

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