

N E W S R E L E A S E



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FOR IMMEDIATE RELEASE

Jeff Gordon and the Aflac Cancer Center Kick-It for Childhood Cancer Awareness Month
at Atlanta Motor Speedway

September is an important month in the childhood cancer community. It recognizes the patients, survivors and fighters who fall victim to pediatric cancer. Jeff Gordon, Jeff Gordon Children's Foundation and Kick-It have honored this special month by hosting a kickball game at Atlanta Motor Speedway.

On the front stretch of Turn 4, Gordon alongside team captains Jeff Gluck and Nate Ryan rallied their kickball teams with media personalities and pediatric cancer patients and/or survivors from the Aflac Cancer Center of Children's Healthcare of Atlanta. Fans from the grandstands watched as their favorite team launched the kickball into the field and ran the bases for a win.

"I feel honored to have survivors and patients from the Aflac Cancer Center here with me today. We are going to have fun, play kickball and most importantly kick kids cancer," said Gordon.

This past June, Gordon challenged supporters and fans to hold as many kickball games as possible the month of September with the promise that he would match all funds raised from games played.

“This is a devastating disease for not only the children affected but for the families,” Gordon said. “We need to further research to ultimately find a cure. We hope through our Kick-It program we can raise enough funds to reach that goal.”

To learn more about the Childhood Cancer Awareness month and our Kick-It program visit www.jeffgordonchildrensfoundation.org

Jeff Gordon Children’s Foundation – Kick-It Program:

Jeff Gordon Children’s Foundation supports children battling cancer by funding programs that improve patients’ quality of life, treatment programs that increase survivorship and pediatric medical research dedicated to finding a cure. www.jeffgordonchildrensfoundation.org

Kick-It is a grassroots program that raises money for children’s cancer research by inspiring people across the country to play kickball. www.kick-it.org/jeffgordon

Aflac Cancer and Blood Disorders Center of Children’s

The Aflac Cancer and Blood Disorders Center of Children’s Healthcare of Atlanta is a national leader among childhood cancer, hematology, and blood and marrow transplant programs, serving infants to young adults. Recognized as one of the top childhood cancer centers in the country, the Aflac Cancer Center treats more than 370 new cancer patients each year. Visit www.aflaccancercenter.org