

Press release

21 December 2016



GO GOLD 2016 campaign report

Throughout the world, the month of September is dedicated to raising awareness of childhood cancer. **GO GOLD** is an international awareness campaign that was launched in the United States a number of years ago and has since been adopted in numerous other countries around the world. The campaign involves illuminating monuments, buildings and public places in gold to draw attention to childhood cancer. This colour is actually the symbol for childhood cancer.



The Fondatioun Kriibskrank Kanner brought the **GO GOLD** campaign to Luxembourg in September 2016. Over 800 bodies were contacted and asked to illuminate their buildings in gold and/or provide their employees, visitors and clients with **GO GOLD** presentation boxes containing Gold Ribbons, information flyers and stickers.

The numbers:

- 90 active participants illuminated their building or distributed Gold Ribbons
- 441 nights of buildings illuminated in gold
- 120 **GO GOLD** presentation boxes left with companies, retailers and communities
- Around 20 volunteers managed the logistics side of the **GO GOLD** campaign
- Over 5,700 Gold Ribbons distributed

An academic seminar was held on 16 September in honour of all families affected by serious and rare illnesses. Mr Mars di Bartolomeo opened the seminar in the presence of the families affected, employees and members of the Foundation's Management Board. There was a screening of the documentary 'Pien the queen of the bees' about a young Dutch beekeeper affected by cancer, and the first copies of the **GO GOLD** book were handed out to the families. The **GO GOLD** book is a collection of personal stories that came to our attention during our **GO GOLD** campaign in 2015. Over 1,000 messages of support, encouragement and solidarity were written and drawn by young and old here in Luxembourg. This book was made possible by 3 sponsorship partners – ArcelorMittal, BCEE and RTL Group.

The Fondatioun Kriibskrank Kanner will be involved in the **GO GOLD** campaign again in September 2017 – so put the date in your diary.

GO GOLD to support childhood cancer:

working together to raise awareness of childhood cancer

For further information, please contact:

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