



## VALERIE FUND'S FIRST ANNUAL MARCH MADNESS POOL NETS MORE THAN \$3,000 FOR PEDIATRIC CANCER CARE

*TOP THREE BRACKETS SPLIT \$1,250 IN PRIZE MONEY*

MAPLEWOOD, NJ (April 22, 2010)—The Valerie Fund Junior Board is proud to announce the overwhelming success of its first annual March Madness pool for pediatric cancer. With over 125 brackets submitted, more than \$3,000 was raised for the Valerie Fund and \$1,250 was paid-out in prizes to the top three finishers. The pool was organized by the Valerie Fund Junior Board and Young Associates.

Each participant paid a \$10 fee per bracket, which went directly towards the prize money. Participants were also given the option to donate directly to the Valerie Fund. The donated money will go directly to the Valerie Fund for operations and special events.

“We couldn’t be more pleased with the generosity of the Valerie Fund’s young associates and all of the people who made this March Madness pool such an overwhelming success. This show of support demonstrates a strong commitment from the next generation of individuals to helping families care for their sick children. On behalf of the Valerie Fund, we thank every participant, hope you enjoyed the tournament, and look forward to your continued support. We congratulate the winners of this year’s pool and thank the 2010 Valerie Fund March Madness Champion for going the extra mile and donating half of the prize money,” stated Junior Board Co-Chairs Will Morel and J.C. Uva.

“This new wave of energy and support from so many young people is a score for the Valerie Fund and a win for the families and children that get the medical and psycho-social treatment and support they need at our seven Valerie Fund Children's Centers. The more people we have on board to help us advance our mission, the more children and families we will be able to help. We hope that every March Madness participant rejoins us for next year’s pool and stays active in the exciting new events being planned for the Valerie Fund Young Associates,” stated Barry Kirschner, Executive Director of the Valerie Fund.

The Valerie Fund Junior Board’s goal is to complement the Valerie Fund’s mission to provide support for the comprehensive health care of children with cancer and blood disorders. The Junior Board aims to ensure the longevity of The Valerie Fund by engaging a younger generation of participants with the cause, and enlisting supporters to carry the organization into the future. A primary focus of the Junior Board is to connect enthusiastic young professionals in the Valerie Fund’s many activities through the establishment of The Valerie Fund Young Associates program. To learn more about the Young Associate program, [click here](#).

To learn more about upcoming Young Associate events, please click [here](#) to read the Valerie Fund Young Associate Newsletter, click [here](#) to learn more about the VFYA program, or like us [Facebook](#) and [Twitter](#).

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