#GoingGold with new gold ribbon products to help children with neuroblastoma this Childhood Cancer Awareness Month

Friday 30 August, 2019

To celebrate Childhood Cancer Awareness Month this September, national charity Neuroblastoma UK is launching two unique Gold Ribbon products to raise awareness of neuroblastoma and raise life-saving funds. This initiative is part of an ambitious plan to double the charity's income in just two years.

#GoingGold to help children with neuroblastoma

During Childhood Cancer Awareness Month, Neuroblastoma UK will be joining other children's cancer charities worldwide by encouraging supporters to wear a Gold Ribbon. Across the globe, the gold ribbon is an awareness symbol to show support for children with cancer and their families.

By donating £1, people can show their support for children with neuroblastoma and their families by wearing a unique Neuroblastoma UK ribbon.

Or supporters can turn on the charm and donate £3 to receive a unique, hand-made ribbon charm bracelet. This beautiful hand-made bracelet features a special ribbon charm on a golden cord. It comes in a hand stamped Neuroblastoma UK kraft envelope on a backing card.

Supporters are also being encouraged to **#WearAndShare** their Gold Ribbon photos on Instagram, Facebook and Twitter.

Tony Heddon, Chair of Neuroblastoma UK said, "We are excited to launch these unique products in time for Childhood Cancer Awareness Month. We are a small charity but we have big plans. We want to double our income over the next two years and double our research investment. Thanks to our generous supporters, we have already awarded nearly £7 million to UK research focusing on neuroblastoma. But more needs to be done. We rely entirely on voluntary donations to continue driving forward research into this terrible disease and give more families hope."

Get your Gold Ribbon products by making a donation at https://www.neuroblastoma.org.uk/Childhood-cancer-awareness-month

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