

**Busy Bees Toddler Club**  
15 Maple Grove, Summer Meadow YZ 12345.

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**NEWS RELEASE**  
For immediate use  
Monday, April 30 2007

**Toddlers to raise awareness of childhood cancer**

Childhood cancer awareness will receive a boost from the Busy Bees on Tuesday 15 April, when the toddler's club holds a bake sale to highlight how flash photographs can save young lives.

Busy Bees youngsters will be handing out awareness leaflets with their home-made cookies and cakes, educating about "white pupil" in flash photography as an early sign of the potentially fatal eye cancer, retinoblastoma. Proceeds from the 11-12am event at St Michael's Church will benefit Daisy's Eye Cancer Fund (DECF), an international charity dedicated to improving care for affected children.

"Increased awareness is vital", says Beth Collins, whose two-year-old daughter was diagnosed with the cancer last year. "We saw a white reflex in Hannah's pictures for months, but never imagined it could be caused by cancer in her eye. If we had known about this simple clue, she would have been diagnosed much sooner, and we might have been able to save her sight. Many children around the world die because of poor awareness, and the work of Daisy's Eye Cancer Fund is crucial to achieving earlier diagnosis and effective treatment for all children, just like Hannah."

**- MORE -**

## Toddlers to raise awareness of childhood cancer

Retinoblastoma is a rare, fast growing cancer of early childhood which may affect one or both eyes. 96% of affected children are cured in developed countries like the UK, but many children still lose the affected eye. 92% of affected children live in less developed countries, and the global survival rate is less than 20%.

Celebrating Hannah's first cancer-free anniversary, the Busy Bees will be making their contribution towards the day when no child needs to lose an eye or their life to this very curable cancer.

For more information, visit [www.daisyseyecancerfund.org](http://www.daisyseyecancerfund.org), or contact Beth Collins at [beth@busybees.com](mailto:beth@busybees.com) or 012-345-6789. Donations can be made online at [www.daisyseyecancerfund.org/donate](http://www.daisyseyecancerfund.org/donate).

**ENDS**

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### Editor's Notes:

- **Statistics** courtesy of Daisy's Eye Cancer Fund.
- **Daisy's Eye Cancer Fund** is a registered charity in England and a special fund within the charitable foundation of SickKids Hospital, Toronto, Canada. The organisation supports vital awareness campaigns and research, and is currently developing a model care strategy for use in resource-poor countries, so that the lives of many more children can be saved.
- **Busy Bees** is a daily play group for parents and children aged 2-5 years. They meet between 10am and 12pm at St Michael's Church, Church Place, Summer Meadow.
- **Enclosures:** DECF Mission, childhood cancer factsheet and Photographing Retinoblastoma leaflet.