



BUSINESS

Childhood Cancer Foundation of Southern California announces \$11,366.69 charitable donation from Cardenas Markets

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Donation initiative held through the months of May-June raises over \$11,000 in support of family programs provided by the foundation

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Cardenas Markets has concluded another successful fundraising campaign in support of Childhood Cancer Foundation of Southern California's mission to provide emotional, social, education and emergency assistance to families who have a child diagnosed with cancer.

For 2 years now, Cardenas Market customers and employees have raised more than \$16,000 through the collection of donations at Cardenas Market check-stands. This year, Cardenas Markets exceeded their previous year's campaign of \$4,678.84 by raising \$11,366.69 for the fight against cancer. Cardenas presented Childhood Cancer Foundation with the wonderful donation on September 11, 2013.



Left to right, Armida Kersey, CCFSC Executive Director, Marco Robles, Cardenas Markets Director of Public Affairs, and Nefertiti Long, Cardenas Markets Controller.

"We are very grateful to the Cardenas Market employees and customers who are helping to make a difference in the lives of young cancer patients and families from their communities," said Armida Kersey, CCFSC Executive Director. "This is a wonderful gift, and we celebrate the incredible effort and support received through this initiative."

Every three and a half minutes a parent hears the devastating news, "Your child has cancer." With these words, normal life stops and a difficult new journey begins; a journey that will test families physically, emotionally, socially, and financially. Families dealing with cancer use every last resource to fight the disease in an effort to keep their child alive. With the support of Cardenas Market, Childhood Cancer Foundation of Southern California will continue to serve as an integral support service for children and their families facing the challenges that cancer can manifest in their lives.

Receiving non-profit status in September of 1981, Childhood Cancer Foundation of Southern California, Inc. (CCFSC) is now more than 700 families strong committed to serving children with cancer and their families throughout Southern California emotionally, financially, educationally and with emergency assistance. CCFSC works directly with the families to identify their need for support. Communication with another family experiencing this devastating disease is very beneficial and CCFSC family events and activities provide this support. To learn more, visit www.ccfscocal.org.

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