

Brain tumor foundation launches campaign

Messages, including floor graphic at train station, will urge people to find out more about disease

BY ROBIN BROWN • THE NEWS JOURNAL • SEPTEMBER 8, 2008

A message underfoot will aim to raise awareness in and about the brain.

A Delaware foundation that promotes brain-tumor awareness has started the pilot for a national campaign that will be visible all over New Castle County – including plans for a floor graphic at the Wilmington train station.

The \$100,000 campaign by the nonprofit Kelly Heinz-Grundner Brain Tumor Foundation rolled out its first advertising, to include billboards, bus signs, radio spots and print ads featuring the slogan "Did You Know?"

Chris Grundner, president of the foundation named for his late wife, said the effort "has been in the works for three years."

Grundner began the nonprofit foundation in 2005, the year after his 31-year-old wife died of a brain tumor. The national campaign was part of his original dream for the foundation, he said.

Ten feet long and 6 feet wide, the message in the train station will cover the floor in front of the escalator and stairs to train platforms. The message is designed to be readable to those going up to board trains, he said, and a companion banner will hang overhead on the way down for people leaving trains.

Grundner said Thursday that installation has taken longer than projected because this is the first floor-graphic advertising in the 100-year-old station and techniques for its installation had to be determined.

The foundation plans to expand the campaign statewide next year, nationwide in 2010.

Noting that his wife's tumor went undiagnosed for many months, Grundner said the mission "is to bring the spotlight to this terribly dark disease with a goal of helping patients get diagnosed earlier, get treated more effectively, and ideally, have a better outcome."

The campaign runs through November with support from the state Department of Health and Social Services and its Division of Public Health.

A black silhouette of a person's head bearing a white question mark on a green background provides a visual icon to pair with



The Kelly Heinz-Grundner Brain Tumor Foundation also is in the middle of its fourth annual Tulips Against Tumors Tribute, aiming to top its 16,000-bulb record. Orders are being taken until Sept. 30 for bulbs to be delivered before National Planting Day on Nov. 1.

Photos of available types are at www.TulipsAgainstTumors.com, where orders are accepted online. Ten-bulb bags of one type for \$10 and 25-bulb, \$25 mixes also may be ordered at 427-2280, a spokesman said.

the question, "Did You Know?" and a fact about brain tumors.

Some of those facts: there are more than 120 kinds of brain tumors, about 176,000 new cases are diagnosed nationally each year and brain tumors are the second leading cause of cancer-related deaths of people younger than 20, after only leukemia.

The campaign also seeks partners to spread its message, give financial support and share personal stories about dealing with brain tumors. Some of the stories are to be featured in the national campaign, Grundner said, adding that there are survivors and "every story isn't a sad story."

The campaign Web site has a brain tumor quiz, educational material and ways to get involved.

The campaign follows the foundation's first awareness walk in May. More than 2,000 walkers at the Wilmington event raised \$177,650 and sponsors gave \$44,000 for a total of \$221,650. "We're still getting checks," Grundner said.