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Wilmington Foundation names first awareness alliance partner

The Kelly Heinz Grundner (KHG) Brain Tumor Foundation, headquartered in Wilmington, Delaware, has named The Children's Brain Tumor Foundation (CBTF), headquartered in New York, New York, as the first partner to its "Get Your Head In The Game[®]" Brain Tumor Awareness Alliance, announced Christopher Grundner, KHG's Executive Director.

"We are excited to join KHG in its efforts to bring this disease into the national spotlight," stated Joseph Fay, Executive Director of CBTF. "We've been doing as much as we can with awareness, but we feel we can be more efficient and more targeted with our efforts by partnering with KHG," Fay continued.

"CBTF is a well-respected and nationally recognized organization," Grundner stated, "and as part of the Alliance it will be instrumental in helping to educate people across the country about this terrible disease. My hope is that other key players in the brain tumor community will choose to partner with us and help us achieve our goal of reducing mortality rates through increased awareness."

Last year, KHG officially launched the "Get Your Head In The Game[®]" Movement, via a three-month public awareness campaign test project in New Castle County, Delaware, which included an interactive website (www.getyourheadinthegame.org). Now Grundner is looking to expand its awareness activities regionally and ultimately nationally by positioning the Alliance and website as the national hub for brain tumor awareness and education.

"Awareness of the facts, symptoms and proper diagnosis techniques is critically important because it promotes earlier diagnosis, which, in turn, will lead to better outcomes for patients. In some cases, it may even save someone's life," says Grundner, whose 31-year-old wife Kelly died from a brain tumor in 2004.

The Kelly Heinz-Grundner Brain Tumor Foundation (KHG) was founded in 2005 to (1) raise national awareness and educate the public and medical professionals about brain tumors and (2) provide emotional and financial support to individuals and

families of individuals suffering from a brain tumor. For more information about KHG, please visit www.khgfoundation.org.

The Children's Brain Tumor Foundation (CBTF) was founded in 1988 with a mission of improving the treatment, quality of life and the long term outlook for children with brain and spinal cord tumors through research, support, education, and advocacy to families and survivors. For more information about CBTF, please visit www.cbtf.org.

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