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Geaux for the Gold With Purpose declares day in honor of child cancer

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New Orleans, LA: On March 13th, Loyola University New Orleans will host their Closing Ceremony at Dixon Court from 7 to 8 p.m. and bring together students, childhood cancer survivors and legislators for the first Geaux for the Gold With Purpose Day. The closing ceremony is the last event before the close of the Geaux for the Gold With Purpose campaign and will include a candlelight vigil as well as prayer in honor of those affected.

Janae Torrence, one of the five team members, believes that Geaux for the Gold With Purpose Day will create greater awareness surrounding the lack of child cancer funding and research.

"Children often cannot advocate for themselves. It's our job as youth and young adults to advocate for those who cannot do so and having March 13th declared Geaux for the Gold With Purpose Day is a great step in the right direction," says Torrence.

When you are diagnosed with childhood cancer, the odds are against you. More than 50 years ago, Neil Armstrong's 2-year-old daughter died of a brain tumor - today, children are still receiving the same treatment. Only 4% of funding from the National Cancer Institute goes towards pediatric cancer, and there have been three new drugs have been approved over the last four decades.

Loyola University New Orleans' PRSSA Bateman team is running a campaign for the nonprofit With Purpose, which seeks to improve healthcare conditions for pediatric cancer through youth advocacy, community partnerships and advancing treatment. The local campaign encourages students to Geaux for the Gold and be the generation that changes child cancer treatment.

To learn more about Geaux for the Gold's fight against pediatric cancer, follow the Bateman team's Facebook and Instagram page.

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