



## **Jack & Jill Late Stage Cancer Foundation Inducts U.S. Travel Association's Roger Dow into WOW! of Fame**

### ***Outgoing President & CEO of U.S. Travel Played a Significant Role in Partnering with JAJF***

July 28, 2022/Atlanta – The [Jack & Jill Late Stage Cancer Foundation](#) (JAJF) has inducted Roger Dow, President & CEO of the U.S. Travel Association, into its "WOW! Of Fame" for his steadfast contributions and commitment to the nonprofit and the families it serves across the United States. Now in its 17<sup>th</sup> year, JAJF treats children facing the looming loss of their young Mom or Dad to cancer to "WOW! Experiences," a prescribed time out together as a family away from late-stage cancer to create positive, cherished memories while they can.

Dow is only the third inductee in JAJF's WOW! of Fame, which recognizes key contributors to the efficiency, quality, and sustainability of treating young families dealing with terminal cancer.

"The hospitality industry has always supported our foundation with compassion, goodwill, and enthusiasm, but air travel was a challenge. That's where Roger stepped in," says Jon Albert, Founder of JAJF. "Working together, we established the WOW! AIR Alliance and Roger reached out to his colleagues across the United States, introducing JAJF and encouraging them to get involved."

Albert added: "There may be no JAJF today without Roger's forward thinking. His proactive enthusiasm and belief in the importance of JAJF and of the family opened fabulous destinations across the United States to us. The four words consistently shared to describe the experience provided by JAJF are 'cherished' and 'indispensable' and their impact is 'tangible' and 'meaningful.' Those are also most appropriate descriptions for Roger and what he has meant to so many sweet, young families across the U.S."

When a parent is diagnosed with late-stage cancer, a family's world is immediately turned upside down as children face the loss of their young parent. That's where JAJF comes in with a WOW! Experience. These "timeouts" away from radiation and chemo treatments have become a prescribed protocol by oncologists. Oncologists validate the medicinal impact of JAJF in the immediate and longer-term for these families, especially the children who are losing their heroes and security blankets at such a vulnerable time. Oncologists validate the power of laughter and smiles and joyous, fun family time together—and the power of beaches, sunsets, sports, music, and rollercoasters: The POWER OF WOW!™

Dow has played a direct, measurable role in helping JAJF allow these precious families to spend time together, away from their late-stage cancer, to create positive, cherished memories while they can.

"I am incredibly grateful for this honor by an organization whose work means so much to me and features the very best of the travel industry to families in need. The bottom line is the work of JAJF changes lives for the better," Dow said. "The best part of memories is making them. Working together, leaders across the travel industry have stepped up to provide the WOW! Air Alliance and the many treasured moments these families create together. Helping provide memories of a lifetime to children who are facing the imminent loss of a parent is priceless."

## **About the Jack & Jill Late Stage Cancer Foundation (JAJF)**

JAJF, a national 501(c)(3) nonprofit, treats children facing the looming loss of their Mom or Dad to cancer through an extraordinary family trip called WOW! Experiences®. These trips are an oncologist-prescribed timeout as part of treatment protocol so that the family can take a timeout from late-stage cancer to create positive, cherished memories while they can. JAJF is the only organization of its kind in the country addressing this overlooked, underserved population.

JAJF's impact has been featured on CBS Sunday Morning, TODAY SHOW, NBC's Sunday Night Football, and CNN by Dr. Sanjay Gupta. Since its inception, the organization has become important nationally for its life-changing work for young families facing late-stage cancer. Charity Navigator recognizes JAJF as a top distinction for being fiscally and operationally responsible. In addition, Jon Albert, Founder of JAJF, was honored as a 2018 CNN HERO. For more information, go to [JAJF.org](http://JAJF.org) and follow on social media.

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