

Contact:  
Jennifer Kanter  
Jack & Jill Late Stage Cancer Foundation  
203-216-3910  
[jkanter@jajf.org](mailto:jkanter@jajf.org)

## JON ALBERT TO MODERATE WORLD CANCER DAY FORUM FEBRUARY 3<sup>rd</sup> HOSTED BY BAYER

*Bayer Healthcare Pharmaceuticals selects Founder of the JACK & JILL LATE STAGE CANCER FOUNDATION to lead discussion among a diverse group of panelists spotlighting loved ones of those living with cancer and the support needed to protect and improve the mental health of patients and their families*

January 26, 2020 WHIPPANY, NJ AND ATLANTA—Bayer will host a panel discussion live on LinkedIn **February 3, 2021** at 3 PM EST in association with WORLD CANCER DAY, bringing together relevant individuals to share their perspectives with an opportunity to directly address questions from those watching.

This will be a worldwide livestreaming broadcast moderated by Mr. Albert with a focus on the side of cancer people don't always see or talk about.

For Oncologists across the United States to prescribe JAJF as part of treatment protocol is extraordinary. Treating the families as well as the cancer has been described as vital "preventative care" addressing the psychosocial health of the children, caregiving spouse and the young Mom or Dad (patient). You rarely see/hear the word FAMILY in descriptions about cancer care. While patient-centric and holistic have become the standard; we need to see the phrase and practice of **Family-centric cancer care** more.

These children and families together deserve a timeout to experience--to feel--to capture positive, fun time together and lasting memories as part of their treatment. For most families facing the fight and constant chemo and radiation treatment, this is their first chance to gain a sense of normalcy away from cancer in years and is the primary reason Oncologists value and praise the impact of JAJF as measurable.

Oncologists have validated the medicinal impact JAJF is having in the immediate term and now longer term for these families especially the children who are losing their heroes and security blankets at such a vulnerable time. Oncologists believe in the power of beaches, sunsets, sports, music, roller coasters and FUN as a family. JAJF has provided WOW! Experiences® and thousands smiles (and joy) to children and their Moms and Dads across the United States since 2006.

This is yet another collaboration between these two like-minded, important organizations.

###

