



# Media Release

## **LIME FOUNDATION STARTS CANCER FUND FOR KIDS WITH \$4.5M**

**Kingston, Jamaica- July 9, 2015** - The LIME Foundation has launched a fund valued at \$4.5M to assist children diagnosed with cancer. The money is proceeds from the Foundation's 2<sup>nd</sup> annual 'Run for the Children' held in January this year. Dubbed the LIME Foundation Cancer Fund for Children, the amount will provide well-needed assistance in off-setting the cost of specialized medical care for paediatric patients battling cancer.

During the launch, which took place on July 8, Errol Miller, Executive Chairman of the LIME Foundation declared the LIME 6K fund-raising initiative a success and announced that the first two beneficiaries were already identified. The fund will be managed by LIME and dispensed to patients on the recommendation of the Bustamante Hospital for Children.

"There are so many facets, both medical and otherwise, that are involved in caring for children affected by the disease. This is why we have decided to throw our support behind families who cannot afford to pay for treatment for their youngsters" Mr. Miller said. He also highlighted the many burdens faced by the families of young cancer patients, which can be devastating and have face life-changing consequences.

Mr. Miller thanked all corporate bodies that supported the fund-raiser. He encouraged the public to continue to support the cause through the dedicated text line (444-4273). The text line will be opened 24-hours and all funds raised from messages received will go directly to the LIME Foundation Cancer Fund.

In pledging the Foundation's commitment to expanding the fund, Mr. Miller stated that future stagings of the LIME 6K as well as the ongoing text-line initiative will be dedicated to the LIME Foundation Cancer Fund for Children. The Bustamante Hospital for Children will be the portal through which future beneficiaries will be identified.

Dr. Fenton Ferguson, Minister of Health who spoke at the launch, reiterated the financial woes of families affected by cancer. "We have recognized that cancer is one of the things that moves families below the poverty line," said Dr. Ferguson. He also noted that cancer care is high on the Ministry's agenda and thanked the Foundation for the work being done in assisting those affected by the illness.



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“There has been one very positive trend (road races) that has given direct support to our thrust to increase physical activity among the population and I want to thank the LIME Foundation for getting on board with this and of course for the donation in launching in this Cancer Fund.” Dr. Ferguson said in endorsing the LIME 6K.

In January, the Hospital reported that it sees at least 25 new paediatric cancer patients each year. Cancers such as leukaemia, cancer of the kidney, and brain tumours, which had seen a significant increase in recent times, round out the top three most prevalent cases seen in children at the hospital.

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## **About the LIME Foundation**

The LIME Foundation (formerly Cable & Wireless Jamaica Foundation) was established in November 2003. The Foundation was originally established to: help make a difference in education in general, and specifically through e-education and; to help to bridge the digital divide in Jamaica through its own efforts and by assisting non-profit organizations working in these areas. The Foundation now also promotes the active protection of the environment.