

Strike Out Cancer PCF Bowlathon Sets up Another Frame in Chicago

by *Monica Friedman*

Eric Greenberg Goldy and Dr. Jessica Kandel Team up to Help Kids with Cancer

In 1998, a group of researchers at the Pediatric Tumor Biology Laboratory at Columbia University described their success in suppressing pediatric tumor growth, work that later was developed into the life-saving cancer drug, Avastin. Today, one of those scientists, Dr. Jessica Kandel, is Surgeon-in-Chief at The University of Chicago Medicine Comer Children's Hospital. Still working to defeat childhood cancers, she's found a surprising ally in high school senior Eric Greenberg Goldy, a driven young man with a fresh spin on fundraising.

Six years ago, Greenberg Goldy founded the Strikeout Pediatric Cancer PCF Bowlathon, an exciting annual fundraising event, with all proceeds donated to the Pediatric Cancer Foundation. For several years, he ran the annual event out of his hometown of New York City, but he had a vision of expanding his reach from sea to shining sea, increasing his fundraising efforts by fifty. In pursuit of this goal he decided that, if he could find the right partners, he could realize his dream in every state in America. Last year, Dr. Kandel helped him take the first step—expanding into the Second City—and this year, on March 14, Greenberg Goldy and Dr. Kandel will host the 2nd Annual Chicago Strikeout Pediatric Cancer PCF Bowlathon.

All about the Pediatric Cancer Foundation

Inspired by his older sister's work on behalf of the Pediatric Cancer Foundation (PCF), Greenberg Goldy began running the Bowlathon as a bar mitzvah project when he was twelve years old, but his true desire—to eradicate pediatric cancer in all its forms—transcended the bounds of a childhood project. Now preparing to head off to college, Greenberg Goldy remains passionate in his support of PCF and has no plans to forsake his brainchild.

With ninety percent of all funds raised going directly to programs and services benefitting pediatric cancer research, PCF is widely considered a top charity. Unlike some groups, PCF works with a dedicated group of doctors and researchers, and donates their money directly to those professionals' approved projects. Associated doctors must request funds on a yearly basis, work within the confines of a contract, and provide an annual written report, further increasing the nonprofit's accountability.

Dr. Jessica Kandel: On the Front Lines in the Fight against Pediatric Cancer

According to Dr. Kandel, the Pediatric Tumor Biology Laboratory (now at the University of Chicago) "would not exist without [PCF]... and children's cancer treatment would be that much further behind." She looks forward "to the next ten years, and to getting closer to our ultimate goal: the cure." Her remarkable work is also supported by other prestigious organizations, such as the National Cancer Institute and the American Cancer Society.



Friday, March 14th, 2014



PCF BOWLATHON
STRIKE OUT PEDIATRIC CANCER™



This year may be especially gratifying for her, as all the proceeds of the Chicago Bowlathon will go directly to her research. In the past, when she was with New York-Presbyterian Morgan Stanley Children's Hospital, PCF funding of Dr. Kandel's work eventually led to clinical trials for children with treatment-resistant cancers, resulting in one wheelchair-bound patient regaining the ability walk. In the future, her study of the mechanisms through which some tumors become resistant to treatment could result in even greater success stories.

Eric Greenberg Goldy Goes to Chicago

Participants can expect a good time for a great cause if they register to participate in this year's Chicago event. In addition to bowling (shoe rental and lane assignment are included in the cost of registration), bowlers will enjoy an assortment of refreshments. In addition to pizza and soda, there will also be a Give Hope bake sale selling cookies and cupcakes, with all proceeds going to PCF, and the evening's festivities will conclude with giveaways and a raffle ticket prize drawing. Greenberg Goldy will be on hand to host the event, along with Dr. Kandel.

Despite the hectic schedule he enjoys as a college-bound high school senior, Greenberg Goldy is looking forward to this upcoming trip to Chicago, where he'll do more than bowl. "Dr. Kandel has invited me to tour her new lab during the day before the Bowlathon," he reports, and while he's very excited about that opportunity, he reports that the thing he's most excited about is "bringing the event (back) to another city and hopefully getting more people to join our mission to Strike Out Pediatric Cancer."

Organizing an event in another city offers a new set of challenges to a young man whose main network exists in New York. "Since we don't know many people in Chicago," he says, "we are going to work with The University of Chicago Medicine Comer Children's Hospital to market the event, as well as reach out to local schools and businesses. I will also be doing as much as I can through social media." With the right exposure and some word of mouth publicity, he hopes the Chicago event will become as popular and successful as the one in New York.

Join Now!

Registration is easy: anyone interested in bowling can simply sign up online, with the expectation of raising of a hundred dollars in donations per bowler. Anyone can join an existing team, or start their own, with the help of some supplemental materials available on the website. Greenberg Goldy and his crew have compiled a great guide for first time fundraisers to help them start soliciting donations from friends, family, acquaintances, and even corporate sponsors. Or, those who can't bowl are invited visit his site and make a donation directly toward the cause. Last minute bowlers are even welcome to walk in and register at the beginning of the event.

On Friday, March 14, Chicagoland bowlers will congregate at Lucky Strike Lanes (322 E. Illinois Street). Check in begins at 5:45 and Greenberg Goldy will open the event at 6 p.m. Bowling runs from 6:15 to 7:45, at which time the closing ceremony will commence with more food and drinks, along with the raffle draw and other exciting prize giveaways. Sign up today and join Dr. Jessica Kandel, Eric Greenberg Goldy, and dozens of corporate and professional sponsors in bowling your way to a cure for pediatric cancer!

