



CHILDREN'S CANCER FOUNDATION

OFFICIAL PRESS KIT

"Talia was here. She is still here. She will forever and always be here. She will leave her footprints behind. She is a warrior. We all are. We fight for our life and we fight for a cure. We fight for those breathing and those leaving. We fight for hope. Those days you feel like giving up, I have in the back of my mind: I'm not only fighting for my life but I'm fighting for much more than that! Well, that's it. Over 'n' out! Talia Joy."

Talia Joy

We need your help to
Just Keep Swimming

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"In a hundred years, I want people to remember me as the bubbly girl who wanted to do something about childhood cancer."

Inspired by a family friend early on in her diagnosis, Talia became fascinated with the application of makeup. Her talent for this art form led her to post YouTube tutorials on her YouTube channel Taliajoy18, where she not only inspired millions of young people to put on a happy and beautiful face, but encouraged those families dealing with the tragedy of childhood cancers to be positive, remain confident, and keep swimming. In September 2012, Talia had the privilege of being on The Ellen Degeneres Show. Here she was bestowed the honor of becoming an honorary COVERGIRL®

"She was funny, caring, inspirational, talented – very talented," - Desiree Castellano, Talia's mother.

TALIA'S LEGACY CHILDREN'S CANCER FOUNDATION'S MISSION

We want to keep Talia's legacy alive by stopping at nothing to find a cure for childhood cancer. Originally founded September 10, 2013, the corporation is organized exclusively for **charitable, educational and scientific purposes**, including such purposes of those organizations that qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (or corresponding provision of any future United States Internal Revenue law) (the "code") including without limit, purposes of **raising funds for cancer research for childhood and other cancer drugs, and clinical trials; raising and bringing national awareness to the prevalence of childhood cancer; assist families and children by establishing family cancer care centers in major cities and other local outreach programs and events;** the making of distributions to organizations that qualify as exempt organizations under the Code and support related organizations.

In a 2012 'The Truth 365' interview, Talia was asked, "if you had one wish, what would it be?" Talia's answer: "...the cure to cancer".

And that is why we do what we do. Talia's one wish is what drives us to continue our efforts. We plan events across the country and tirelessly raise funds through awareness. In order to make her wish come true, we continue to post on social media and visit young girls battling childhood cancer in the hospital. We provide customized makeovers to support and encourage them to have a positive outlook. Because that is what Talia would do if she were still on the earth to do it.

TALIA'S LEGACY TEAM



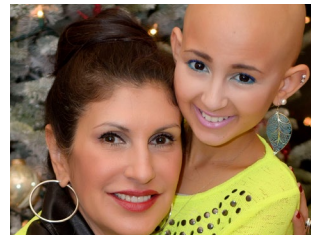
Desiree Castellano (left), Talia's mother and Mattia Castellano (right), Talia's sister, at the March 14, 2015 Glam Wars event where makeovers were given using COVERGIRL® products to ladies who shaved their heads in support of childhood cancer research.

Desiree Castellano • MOTHER

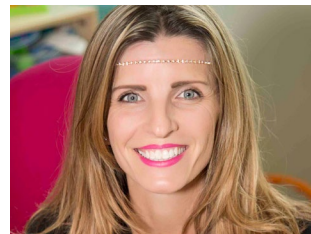
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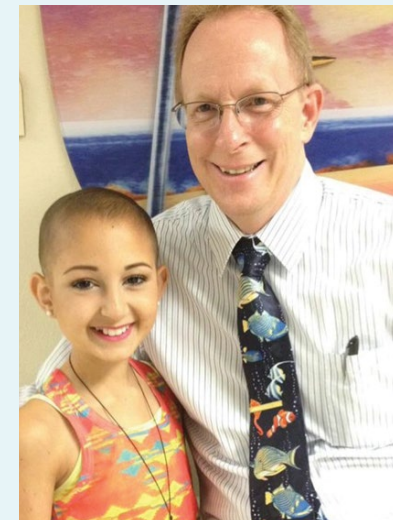


#TEAMTALIA

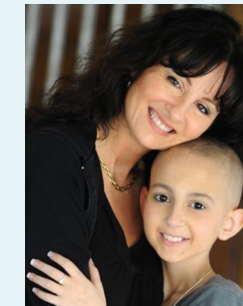
These are Talia's friends from elementary and middle school. Together, they enjoyed fashion, shopping, dancing, making YouTube videos, going to the beach, singing, and hanging out! Each of them shared a special bond and talent with Talia. All the friends from Team Talia continue to advocate for childhood cancer and support Talia's Legacy Children's Cancer Foundation. Friends Forever!

Everyone on our team is an UNPAID VOLUNTEER.

BOARD MEMBERS



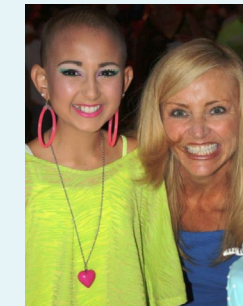
Dr. Don Eslin, Director
Division of Pediatric Hematology/Oncology NMTRC
Clinical Research Investigator - Diagnosed Talia and treated her throughout her journey.



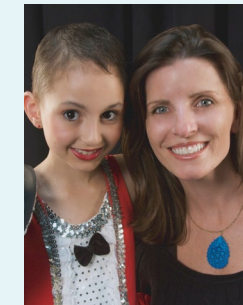
Desiree Castellano,
President



Mattia Castellano,
Vice President



Jill Walden, Secretary
Starwood Vacation Ownership
Vice President of Resort Sales &
Revenue Manager



Jennifer Gillan, BSN, RN
Director



Pat Michaels, Director
One Blood, Media & Public
Relations



Mary Nardi, P.A.,
Director
Nardi and Nardi Law Office
Attorney

FAQS

Q: Is Talia's Legacy a 501 (c)(3) public charity?

A: Talia's Legacy Children's Cancer Foundation is a 501C3 Non-Profit Organization. We are currently accepting donations for clinical trials & research and for our GLAM WARS program. Your donation through this link extends you the ability to make your gift tax deductible. <http://taliaslegacy.org/>

Q: How does Talia's Legacy use the funds that are raised?

A: We raise money for **clinical trials and research** separately from the monies raised for GLAM WARS. Funds raised for clinical trials go to support clinical trials and research protocols designed to cure pediatric cancer, with a focus on Neuroblastoma. Some of our funds help to support our teams' travel to national cancer awareness events. Money specifically raised for our GLAM WARS program is used to pay for makeup bags and brushes, gift bags for event attendees, Talia Tutorial DVDs, travel expenses, team uniforms and brush belts, and event and marketing expenses.

Q: How can we bring GLAM WARS to our hospital?

A: We are currently working on funding in order to be able to travel to COG-affiliated hospitals throughout the United States. We need funding primarily for travel expenses and hotel accommodations.

Q: How can we volunteer and support Talia's Legacy Children's Cancer Foundation?

A: Due to the nature of our GLAM WARS events and because we have to protect the health and privacy of our patients', these events are closed to the public. However, we do need volunteers for administrative support for other fund raising and public events. Talia's Legacy is in need of people willing to help us raise funds.

Q: What are some other events Talia's Legacy Children's Cancer Foundation has sponsored, partnered with, or attended?

A: St. Baldricks of Brevard Hosts Glam Wars Event • CureFest; Washington, DC • Light of Hope and Joy; Lake Eola in FL • Tackle Childhood Cancer; Lake Nona in FL • Mint Mani in Memory of Talia • Arnie's March; Arnold Palmer Hospital in FL • Talia's Legacy Fan Cruise

GLAM WARS



Talia's mantra was "Make up is my wig". Talia created GLAM WARS, which is a program that helps boost the confidence of young children battling cancer all over the country. In 2011, Talia invited seven girls battling cancer to receive a complimentary makeover. This was the first GLAM WARS. Talia was so grateful and felt a sense of accomplishment that she helped to make these girls feel amazing. At these events, professional make up artists volunteer to give makeovers and teach young girls how to apply make up to help them feel pretty and empower their confidence.

After becoming a YouTube sensation through her makeup tutorials, Talia appeared on The Ellen Degeneres Show in September 2012, where she was named an honorary COVERGIRL, presented with a makeup table, tons of makeup, and a check for \$20,000, all generously donated by COVERGIRL®.

COVERGIRL® continues to support Talia's Legacy Children's Cancer Foundation by sponsoring makeup for our GLAM WARS events. But the need and demand for these amazing, uplifting events has grown, and with that growth comes more costs.



A Talia's Team Make Up Artist gives this princess a manicure from her hospital bed.

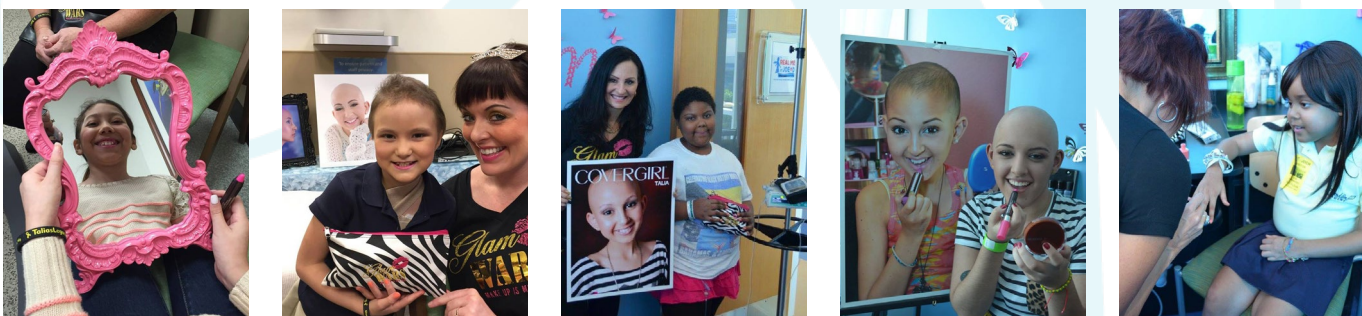


During her treatment, GLAM WARS visited Joanna J. in the hospital and showed her how to apply make up. "This really had such a profound impact on her and truly made a positive difference in her ability to cope with her treatment while still pushing through her senior year. Joanna graduates May 2015!" - Karen B.



You said you wanted to send me St Baldriks and Cure Fest photos for this page... Let me know.

Team Talia member Jen Gillan watches as First Last applies nail polish at the Nemours Children's Hospital Glam Wars event.



Participants at the Glam Wars event hosted by the Florida Hospital For Children in 2015

Talia was all about giving and helping others, especially the young kids that were battling cancer like she was. That's why Talia created GLAM WARS. Talia said "I felt passionate, grateful, accomplished. I felt good. I feel good to know that I made other young girls going through what I go through feel amazing." ~ Talia Joy



TEAM TALIA MAKE UP ARTISTS

This talented team of volunteers is made up of professional make up artists who attend our GLAM WARS events to give makeovers and bring JOY! This picture was taken at our first "Angel-versary" GLAM WARS. These artists were a very important part of Talia's life. They spent time with Talia having fun with make up. Some of them helped create YouTube tutorials with her and they all share Talia's love for social media. Collectively, they continue to love and support Talia and her legacy.

[CLICK HERE FOR GLAM WARS TESTIMONIAL FROM SO-AND-SO HOSPITAL FOR CHILDREN](#)

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Talia (center) with volunteer GLAM WARS makeup artists.



"So glad to have Talia's Legacy and their #GlamWars out at CHLA! Their amazing make up artists and COVERGIRL got a chance to empower our young patients and help spread Talia's confidence" - Children's Hospital of Los Angeles

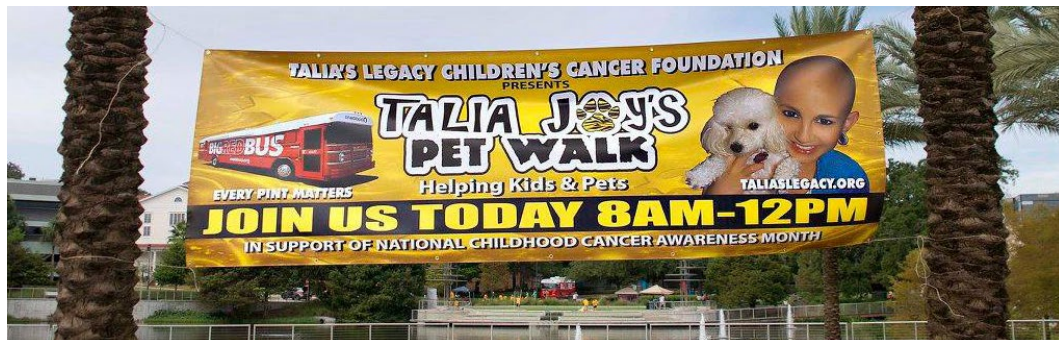


Mattia glams up patient and GLAM WARS participant First Last at So-and-so Hospital of date of Glam Wars

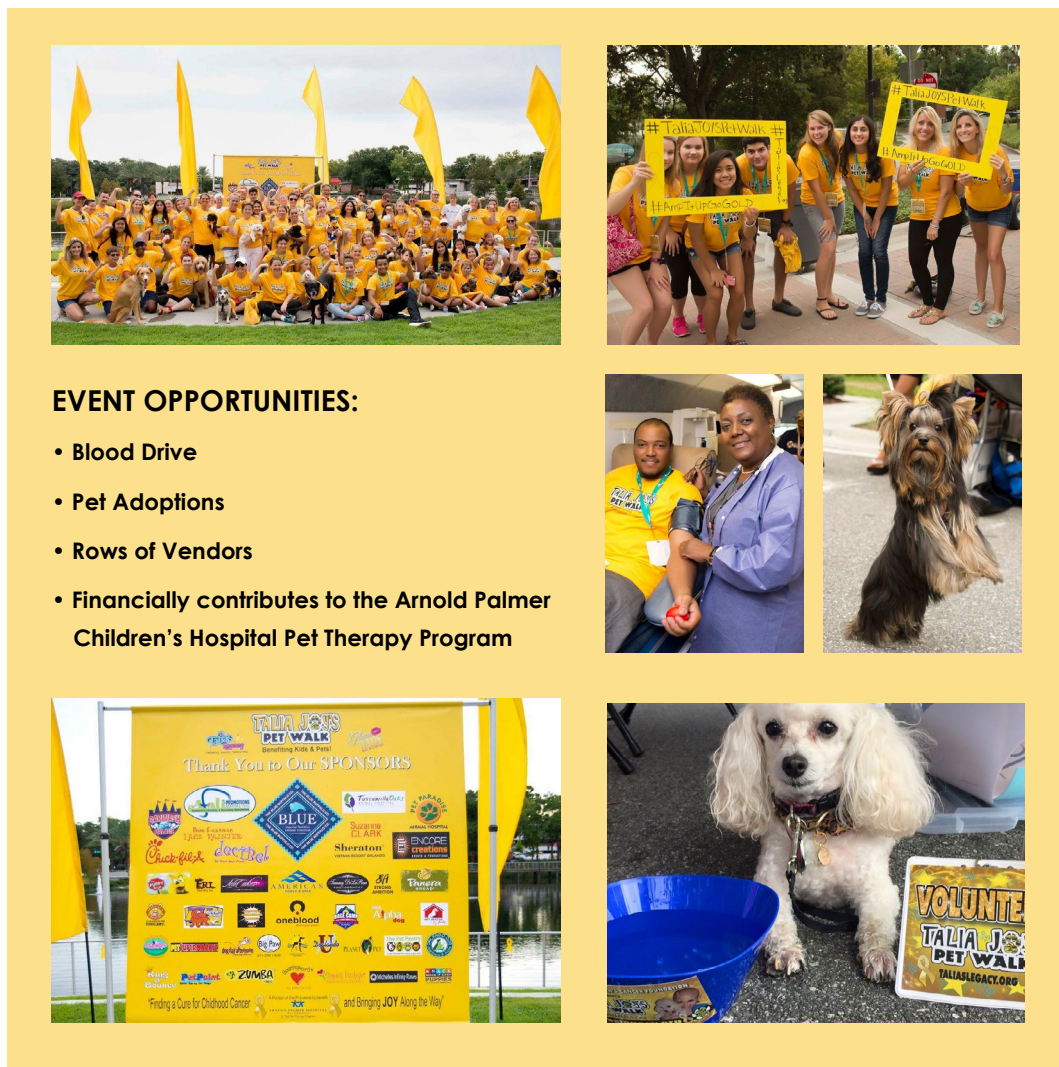
"We are so honored to have been a part of this remarkable young woman's life and proud to help her legacy", said Laura Brinkler, a spokesperson for COVERGIRL®. "We know that Talia's GLAM WARS will be a comfort and inspiration to other children battling cancer"

TALIA JOY'S PET WALK

Benefiting the Arnold Palmer Pet Therapy Program and supporting Arnie's March Against Children's Cancer



Talia knew first hand just how important the pet therapy program was because of the positive impact it had on her own life experience. Her dog, Bella, was an enormous source of emotional support for Talia. Hospital bound children who cannot be with their pets need the special connection only a 4-legged, furry friend can. The first Talia Joy's Pet Walk was her idea and was held on September 12, 2015.



EVENT OPPORTUNITIES:

- Blood Drive
- Pet Adoptions
- Rows of Vendors
- Financially contributes to the Arnold Palmer Children's Hospital Pet Therapy Program

We are thankful that we can give back to the Pet therapy that supported Talia and the children that continue to fight today through out their journey. The Pet therapy program is so important. This donation will go to support the program by paying for healthy check up, groomings prior to hospital visits and for treats as well.



WHAT IS NEUROBLASTOMA

The information herein was provided by Dr. Don E. Eslin, MD

Neuroblastoma (NB) is the second most common solid cancer in childhood following brain tumors and the most common form of cancer in infancy. There are approximately six hundred fifty new cases per year in the U.S. Almost half of Neuroblastoma cases occur in **children younger than two years**. The cancer cells develop from immature nerve cells early in development that are called neuroblasts. Tumors most frequently start in one of the adrenal glands, but can also develop in nerve tissues in the neck, chest, abdomen, or pelvis.

The prognosis for Neuroblastoma depends on many factors including the age of the child when diagnosed, the stage of the cancer, where the tumor is located, and how quickly the tumor cells are growing. There are four stages of Neuroblastoma and staging depends on whether the tumor can be completely removed surgically at diagnosis and if it has spread to other parts of the body.

Treatment for Neuroblastoma is based on risk groups: low risk, intermediate risk, and high risk. The factors that determine the risk groups include the stage of Neuroblastoma, age of the child, how the tumor looks under the microscope and genetics of the tumor. Many low risk tumors will regression spontaneous or change to a benign tissue. Low-risk disease is most common in infants and good outcomes are common with observation only or surgery with a chance of cure greater than 95%. Intermediate risk Neuroblastoma usually requires some chemotherapy but still has an excellent chance or cure.

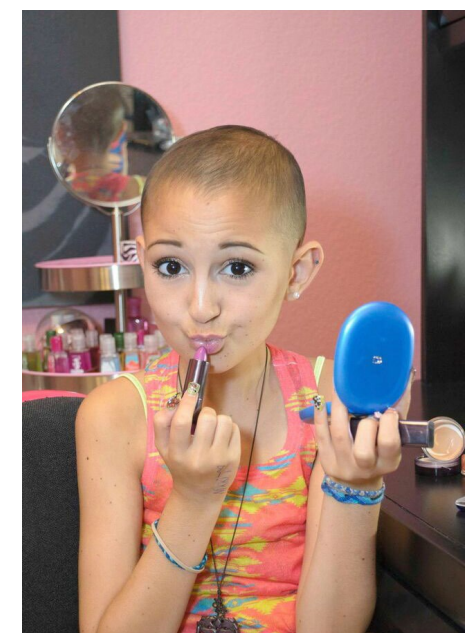
High-risk Neuroblastoma however is very different. The chance of cure is only about 50% even with very strong treatments. Treatment for high risk disease includes surgery, chemotherapy, radiation therapy and stem cell transplant. Newer types of treatment include monoclonal antibody therapy and experimental drug therapies. Many children with high risk disease will take part in **clinical trials** designed to assess experimental treatments.

Even with very intensive treatments, almost 40% of children with high risk Neuroblastoma will either have progressive disease (continues to grow during treatment) or will relapse after treatment is over. For progressive or recurrent (relapsed) Neuroblastoma, the chance of cure is dismal (less than 10%). For this group of patients, experimental treatments (clinical trials) are **the only real hope for a cure**.

“People don't really get it until they see it...People don't realize that kids pass a lot from this and a lot of people think because we're kids, we recover so fast. But our bodies are the same. We pass. We go. A lot of people know [childhood cancer] survivors. I think kids are more important... because we are the adults. If there's no kids, there's no adults. It's kinda like common sense. Kids have so much more life to live.” ~ Talia Joy

- Cancer is the leading cause of death by disease in children in the US, but research is underfunded.
- Only THREE cancer drugs have been FDA approved in the last 20 years.
- 46 children are diagnosed each day.
- Seven children will die every day.

ORGANIZATIONS IN COLLABORATION



WHERE WE ARE & WHERE WE NEED TO BE

FAN CRUISE

This annual Cancer-Awareness-At-Sea Fan Cruise first set sail on Month XX, Year. Not only is the event an opportunity for healthy young people to get involved and make a difference, it offers children fighting childhood cancer a chance to do something life-changing and fun! The cruise has been the answer to multiple children's wishes. The Talia's Legacy Fan Cruise bring multiple not-for-profit organizations together to bring awareness to the need for funding research to cure childhood cancers.



CURE FEST

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ARNIE'S MARCH

Thank you for marching with us!

Supporters gather on March 17, 2015 at "Arnie's March", an event hosted by Arnold Palmer Hospital for Children, for the children and their families that are facing the hardships childhood cancer brings. Among others, this photo includes Dr. Sutphin and Dr. Eslin, who cared for Talia and Dr. Scholler, the chair of the NMRTC.



ST. BALDRICK'S

Talia's Legacy Children's Cancer Foundation teams up with St. Baldrick's of Brevard to raise awareness and support their efforts to raise funds for pediatric cancer research. What else can we say about what is pictured here perhaps? More about St. Baldrick's events?



Talia's Legacy Children's Cancer Foundation wants to continue to raise funds and awareness, to educate and to advocate. But in order to do this, we need a lot more support! We are seeking partnerships with businesses and corporations that would be able to sponsor much needed materials that will help us to "just keep swimming".

We support Children's Oncology Group (COG) affiliated hospitals. The COG is a National Cancer Institute-supported clinical trials cooperative group devoted exclusively to childhood and adolescent cancer research. Our goal is to eventually visit and hold Talia's Legacy Children's Cancer Foundation events, such as GLAM WARS, in all COG-affiliated hospitals in the United States.

We can't do that without extensive support from individuals and corporations that care enough to donate their time, money and resources. Please consider helping us to carry on Talia's legacy by partnering with us to make her one wish come true.

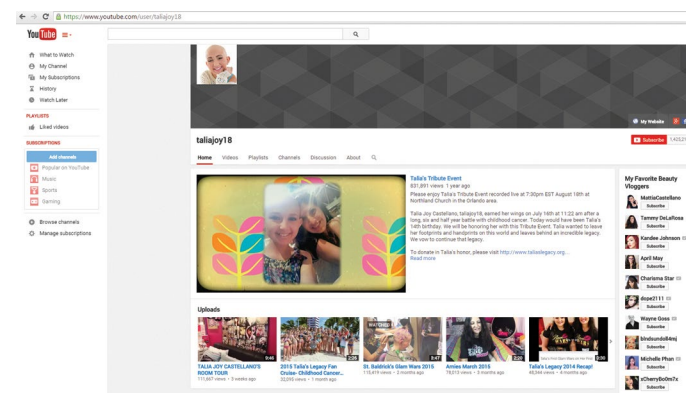
"My plan is to make adults and other young girls, young adults, anyone, feel beautiful by using makeup"
~ Talia Joy

MEDIA, MATERIALS, & MORE

With the overwhelming number of supporters, it's no wonder there are thousands of photos and videos, and numerous spin-off organizations that use our name and Talia's likeness. We can only hope that everyone has the same, philanthropic goal, but there is no way our small staff can police it all. That is why we would like to provide journalists and the press with approved materials, to ensure that our coverage remains positive, beautiful and focused... just as Talia was.

FOR OFFICIAL LOGOS, PHOTOGRAPHS AND MEDIA, PLEASE CONTACT A MEMBER OF OUR TEAM

Please refer to these official pages for more...



-  facebook.com/angelsfortalia
-  twitter.com/taliajoy18
-  instagram.com/taliajoy18
-  youtube.com/taliajoy18

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