



## **Hats Off For Cancer**

**Giving Hats to Children with Cancer  
(424) 888-HOFC**

**director@hatsoffforcancer.org**

**http://www.hatsoffforcancer.org**

**Connect with us:**

**Facebook.com/HatsOffForCancerOrg**

**Twitter: @HatsOffForCancer**

**Youtube.com/HatsOffForCancer**

FOR IMMEDIATE RELEASE

For more information contact: Tara Lawrence 424-888-HOFC

ONE HEARTFELT SONG RAISES AWARENESS OF CHILDREN BATTLING CANCER WHILE RAISING FUNDS TO PROVIDE HATS FOR THESE HEROIC CHILDREN.

February 20, 2012 – LOS ANGELES, CA – Hats Off For Cancer announces the release of “Sound of Heart,” written and performed by L.A. singer and songwriter Cazz featuring Dennis Lawrence. Included with the release of the song is the soul warming music video directed by L.A. filmmaker Jessica Rotter featuring local children who volunteered their time to help create this video. “Sound of Heart” can be purchased on iTunes with all profits to benefit Hats Off For Cancer. The “Sound of Heart” music video can be found on YouTube. At the same time, a Hats Off Public Service Announcement was also directed by Jessica with spokesperson/board of director member and star of NCIS:LA, Eric Christian Olsen, also found on YouTube.

“With a five star rating on iTunes already, this song will not only bring tears to your eyes, but joy to your heart with the poignant lyrics and warm sound written and performed by Cazz. This song is sure to become the pediatric patient’s anthem,” says Hats Off founder Tara Lawrence. In an iTunes review about featured singer Dennis Lawrence, “Dennis Lawrence’s rich voice adds immeasurable beauty to a song that is both heartwarming and inspiring. This talented new performer’s collaboration with Cazz has resulted in a wonderful creation, the first of many to come I’m sure.”

About Hats Off For Cancer:

Hats Off For Cancer collects and donates hats of all kinds to the courageous children who lose their hair due to cancer treatments. As one of the leading and original hat programs, Hats Off For Cancer has donated more than 1.5 million brand new hats to hospitals, camps, and individuals on five continents since 1996. Hats Off For Cancer is recognized by the IRS as a 501 (c) 3 non-profit organization

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## **HISTORY**

### **BEGINNINGS**

Tara Lawrence's passion for service began when she volunteers with the American Cancer Society. Through her work, she interacted with many childhood cancer victims and as a result, conceived Hats Off For Cancer. In 1996, Tara Lawrence formed the organization with the mission of easing a child's disappointment at losing their hair due to cancer treatments.

### **GROWTH**

Hats Off For Cancer started small with a letter and telephone campaign to local companies, public officials, celebrities, schools, and civic organizations. Thanks to Tara's hard work, the mission of the organization spread. Hats Off For Cancer was featured in many national and local newspapers, magazines and television shows including:

Today Show  
Oprah  
Montel Williams Show  
Rosie O'Donnell Show  
Good Housekeeping  
Teen People  
National Enquirer  
Cosmo Girl  
Marie Claire  
Los Angeles Times

Thanks to the extensive coverage, thousands of volunteers coordinate fundraising events and hat drives around the world. More than 1.5 million hats have been collected and donated to date. They have been shipped to hospitals, camps, individuals and organizations on five continents that support childhood cancer victims.

### **FUTURE**

Hats Off For Cancer continues to grow and is receiving increasing support throughout the world. It is Tara's hope to fund a summer camp for children and their siblings whose lives have been touched by cancer. Other future goals include financially assisting families with a child battling cancer, publishing a book with stories and drawings from childhood cancer patients and survivors, as well as a book for teachers to read to their class when a student is diagnosed with cancer.

Hats Off For Cancer will continue to improve the lives of children battling cancer until there is no longer a need.



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### **TESTIMONIALS**

We just got the hats today!!! Thank you soooooo much, I had no idea you would send so many. The timing was perfect, Jessica starts seventh grade on Wednesday. It's a new school, and she is feeling a little insecure, this will certainly help her self-esteem!  
Sincerely, Chrystine Carvalho

We have received your shipment of hats today. On behalf of Camps Goodtimes staff, campers and volunteers we want to THANK YOU and the Hats Off For Cancer family for your donation of hats. When our campers pop on their hats, they stand a little taller, their smiles become bigger and the twinkle in their eyes becomes brighter! Thank you for all that you do!!!  
Warmest Regards, Jean Wong

We received your parcel this morning and we were overwhelmed by your generosity. All the children were delighted to receive them, and for the teenagers especially they were much appreciated.  
Best wishes, Jill Caterham, Play Specialist, The Royal Marsden Hospital, London, UK

Hello Tara and the Staff of Hats of for Cancer, On behalf of Camp Quality -Greater Kansas City, I would like to say a very big thank you to all of you for the great work that you do. The hat donation works great for our summer camp for children with cancer. Once again, THANK YOU and keep up the outstanding work - Zauyah

My 4-year old daughter Kelsey just received a hat from your program. She was diagnosed with ALL last September. Overall she has been going very well, but treatments can be hard on her. She was very excited when she was able to pick out a new hat from a big box of hats. I saw other kids in the clinic with new hats as well. I wanted to thank you for the wonderful program you started, and let you know that it has made smiled on kids up in our corner of the world (Canada)!  
Rob, Laura, Garrent, Kelsey, and Timothy Fagnou



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### **FACT SHEET**

#### **MISSION:**

Hats Off For Cancer is an organization that strives to reach out to children battling cancer, to make a child's day a bit happier and their smile a bit brighter.

#### **PURPOSE:**

The purpose of Hats Off For Cancer (HOC) is to provide children fighting cancer with something to make it more bearable by distributing hats donated via generous individuals, corporations, sport teams and celebrities. The battle against cancer can be especially difficult for children because they do not completely understand the extent of their disease. HOC has distributed more than 1.5 million hats to date in an effort to provide some emotional relief to the pain and confusion caused by cancer.

#### **AFFILIATIONS:**

Donations go to hospitals, camps and centers worldwide that support children battling cancer.

Eric Christian Olsen serves as Hats Off For Cancer's celebrity spokesperson and sits on the Board of Directors

#### **STRUCTURE:**

Hats Off For Cancer is governed by a Board of Directors. The organization is facilitated by means of a central processing unit. Hat donations and financial contributions are received from around the globe. Organizations looking to donate hats, as well as receive hats, contact the National Hat Drive Coordinator for further assistance in holding a hat drive. Those interested in receiving hats contact the President or National Hat Drive Coordinator. The hats collected through donations or hat drives are then distributed to hospitals, camps, and organizations worldwide.