

AN EVENING OF INSPIRATION TO HELP KIDS WITH CANCER

BUDDY BAG BASH

PRESENTED BY DALLAS MAGNOLIAS



Wipe Out Kids' Cancer

NEWS RELEASE

For Immediate Release

Wipe Out Kids' Cancer's Virtual "Buddy Bag Bash" to Feature Babe Laufenberg Honoring Son Luke's Cancer Journey, Funds Uplifting Hospital Care Packages for Children

Special Appearances by Fellow Cowboys Greats Troy Aikman, Daryl Johnston, & Jason Garrett

DALLAS – April 14, 2021 – Join the **Wipe Out Kids' Cancer (WOKC) virtual Buddy Bag Bash** presented by Dallas Magnolias on Tuesday, May 4, for an inspiring evening as broadcaster and former Dallas Cowboys quarterback Babe Laufenberg shares his late son Luke's personal journey with childhood cancer through an exclusive conversation with CBS 11 anchor Karen Borta. The virtual event benefits the Dallas-based pediatric cancer charity, with each \$250 ticket specifically funding a WOKC Buddy Bag – a rolling suitcase filled with special entertainment and practical items for children admitted for cancer treatment at WOKC's partnering hospitals. Fellow Dallas Cowboys stars Troy Aikman, Daryl Johnston, and Jason Garrett will also make special virtual appearances and speak to the powerful impact their best friend Babe had on them as he responded to Luke's adversity. Additionally, WOKC Warriors (children with cancer) and their parents will share their stories and how WOKC served them well with Buddy Bags and hope.

All WOKC Buddy Bag Bash attendees will receive a \$10 digital gift certificate to Jersey Mike's when they register. Other popular benefits are also available with larger donations to the Buddy Bag Bash.

WIPE OUT KIDS' CANCER BUDDY BAG BASH

~ Virtual Event ~

May 4, 2021 | 7:00 - 7:45pm CDT

Details at WOKC.org

Tickets [HERE](#)

"Babe Laufenberg's courage, strength, and compassion as he walked through his son Luke's cancer journey were inspirational and will encourage all those participating in the Buddy Bag Bash," explained **Cindy Brinker Simmons, WOKC founder**. "Wipe Out Kids' Cancer offers hope to the resilient young heroes we serve who are battling cancer and to their brave families through our Buddy Bag program. Many families say these Buddy Bags are medicine for the soul. Please join us on May 4 and help bring a smile to the faces of children impacted by cancer with the blessing of a Buddy Bag."

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WOKC Buddy Bags are filled with over 30 items from essential toiletries to fun and entertaining activities to a pillow and blanket for family members. Buddy Bags are a result of thoughtful collaboration by parents of kids with cancer, who know better than anyone which products are most needed for their hospital stay. "WOKC extends our heartfelt thanks to Babe Laufenberg, Karen Borta, Troy Aikman, Daryl Johnston, Jason Garret, and our former cancer patients for their generous participation, along with presenting event sponsor the Dallas Magnolias women's philanthropy group," added **Aashik Khakoo, WOKC CEO**. "Together, we are working for the day when all children are free from the threat of cancer!"

About Wipe Out Kids' Cancer

For over 40 years, Dallas-based Wipe Out Kids' Cancer (WOKC) has been fighting cancer and supporting families. WOKC has funded \$7 million in seed money for novel pediatric cancer research projects, which have yielded \$22 million in additional grant money over these past four decades. Through fun and supportive social engagement programs, WOKC gives hope to children diagnosed with cancer and their families. Buddy Bags provide every cancer patient a much-needed care package during hospital stays among WOKC's three partnering DFW hospitals: Children's Medical Center Dallas, Medical City Children's Hospital, and Cook Children's Medical Center in Ft. Worth. Families participating in WOKC's Warrior Program receive fun support through unique events, parties, and activities. Pediatric cancer is the #1 disease killer of children in the U.S., with 43 American children diagnosed daily (1 every 30 minutes). WOKC is working relentlessly for the day when cancer is no longer a threat to all children. To find out more about WOKC and its programs, please visit wokc.org or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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