



Hope & Heroes is thrilled to have the support of **Fair Lawn All Sports Soccer** and **Northwest Bergen Soccer Association** for our exciting new campaign during **Childhood Cancer Awareness Month**, this September.

The campaign theme, **“Give Them Hope. Be Their Hero”**, expresses our goal to raise awareness and funds for Hope & Heroes, the charitable, non-profit organization dedicated to supporting the life-saving work of the pediatric cancer program at Columbia University Medical Center. Renowned for its research-based approach to care, Columbia’s scientists and physicians are revolutionizing the treatment and care of children with cancer and blood disorders.

Columbia relies on **charitable support** through Hope & Heroes to ensure that every child in the tri-state area has access to state-of-the-art treatment, right here where we live.

Here are two easy ways for your family to support Hope & Heroes:

- 1) Buy pairs of awesome Hope & Heroes **shoelaces** for your players, friends & siblings. Only \$2.50 per pair, and the funds go directly to Hope & Heroes!
- 2) Learn more and **make a donation** at hopeandheroes.org/soccer

Thanks for joining us in this important endeavor to improve the lives of children.
Wishing you a great season!

Michael Weiner, MD

Hettinger Professor and Vice Chair
Department of Pediatrics
Columbia University Medical Center

Bob Cudequest

President
Northwest Bergen Soccer Association