

# Delaware Man Spearheads Brain Tumor Awareness

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If one Delaware man's vision comes true, Americans will become just as familiar with brain tumors as they are with breast cancer, and to get started on that, he's spearheading Get Your Head in the Game®, an awareness campaign in his home state this month.

Chris Grundner heads The Kelly Heinz-Grundner Brain Tumor Foundation and early this month kicked off a \$100,000 public awareness campaign consisting of a website [www.GetYourHeadintheGame.org](http://www.GetYourHeadintheGame.org), billboards, bus signs and even a first-time ever display advertisement on the floor of the Wilmington, DE Amtrak Train Station.

"Awareness is critically important because it promotes earlier diagnosis and that, in turn, will lead to better outcomes for patients. In some cases, it may even save someone's life," says Grundner, whose 31-year-old wife Kelly died from a brain tumor in 2004.

Get Your Head In The Game® features a series of head silhouettes and one of six accompanying facts, such as "brain tumors are the second leading cancer-related cause of death for children under the age of 20." The campaign will run

through November after which its effectiveness will be measured and additional markets will be considered, according to Grundner.

Just since establishing The KHG Foundation in 2005, Grundner has raised over \$650,000 to increase awareness and support people affected by brain tumors. KHG does not fund research, as most brain tumor-oriented non-profit organizations do; instead it is dedicated to awareness.

Grundner's story was a finalist in Lance Armstrong's Livestrong Foundation's recent contest where he generated over 46,000 website views nationally. In early September, the Association of Fundraising Professionals (Brandywine Chapter) recognized him with its first-time New Face in Philanthropy Award.

Grundner left JPMorgan Chase in Wilmington where he was senior vice-president to start the Foundation.

"Twenty-five years ago, we knew very little about breast cancer," Grundner points out. "In memory of my late wife and best friend Kelly, I'm working to make brain tumors as familiar in the future as breast cancer is today, and this campaign in Delaware is just the start."