



For More Information

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Brain tumor awareness campaign kicks off Sept. 1

Beginning Monday, September 1, the Kelly Heinz-Grundner Brain Tumor Foundation (KHG) kicks off its first public awareness campaign for brain tumors with billboards, bus signs, radio spots, magazine ads and, for the first time ever, a floor-graphic at the Wilmington train station. The corresponding campaign website is www.GetYourHeadInTheGame.org.

“The Foundation’s mission is to bring the spotlight to this terribly dark disease with a goal of helping patients get diagnosed earlier, get treated more effectively, and, ideally, have a better outcome,” explains Christopher Grundner, the Foundation’s Founder and Executive Director. Grundner’s late wife passed away from a brain tumor in 2004 at the age of 31; her tumor went undiagnosed for at least six months, Grundner explains.

The approximately \$100,000 campaign includes the train station floor advertisement, a marketing technique that has been used in cities like Philadelphia, but never before in Wilmington. “This campaign is about getting this disease on people’s radar,” Grundner says, “and we think the train station floor ad will definitely help to achieve that.” “Needless to say, we are excited to be the first organization to utilize this unique space.”

The campaign, aptly named the “Did You Know?” campaign, features a black silhouette of a person’s head containing a question mark. Next to that is the question “Did You Know?” along with one of six brain tumor facts that KHG thinks everyone should know. For example, ‘brain tumors are the second leading cause of cancer-related deaths in children under the age of 20.’”

“Most people don’t know the facts about this disease and our aim is to change that dynamic,” Grundner stated. “If we had been aware of this information when Kelly was alive, I don’t think she wouldn’t have suffered quite as much,” Grundner says when describing his and the campaign’s motivation.

Grundner launched the non-profit Foundation in September 2005 and has been raising awareness and funds ever since. This past Spring, the Foundation held the first brain tumor walk in the State of Delaware at Riverfront Wilmington and had over 2,000 participants and generated approximately \$220,000. Several large health-related

organizations, including AstraZeneca Pharmaceuticals, The Helen F. Graham Cancer Center, Coventry Healthcare of DE and Blue Cross/Blue Shield, have also contributed to the KHGs efforts.

The campaign runs through the end of November and is financially supported by The Delaware Department of Health and Social Services, Division of Public Health.

For more information, please visit the campaign website at: www.GetYourHeadInTheGame.org or The Kelly Heinz-Grundner Brain Tumor Foundation website at: www.khgfoundation.org.

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