

An exciting, new movement  
that will help the brothers and sisters of children with pediatric cancer  
feel recognized, honored and supported

# SIBTEMBER

WEAR SUSPENDERS, SUPPORT SIBS



## JOIN ME



*SuperSibs!*

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## SuperSibs! Launches Nationwide Effort to Raise Awareness and Funding to Support Siblings of Children with Cancer

CHICAGO—A pair of suspenders might be the must-have accessory of early fall 2012, and for good reason. Chicago-based non-profit SuperSibs! recently announced a campaign called Sibtember—a fundraising initiative built around wearing suspenders. Sibtember is a nationwide effort to raise awareness and funds for SuperSibs! through a grassroots movement that involves supporters wearing suspenders during the entire month of September.

The movement works like this: supporters pledge to wear suspenders every day in September. These participants share their story—and the story of SuperSibs!—with others in hopes of raising pledges for their valiant suspender-donning efforts. Participants are encouraged to have fun with their suspenders by decorating them, adding flair and getting creative with how they fashion these supportive wardrobe accents.

“SuperSibs! supports and lifts up the siblings of children with cancer when their family is going through a very tough time,” said SuperSibs! Executive Director Suzanne Skala. “Suspenders essentially do the same thing. They hold you up and offer support. This parallel is something we are having a lot of fun with—who wouldn’t want to be a part of this exciting and unique fundraising effort to help children?”

Sibtember hopes to accomplish two vital goals for SuperSibs!. The first goal is to spread awareness for the organization on a national level. The second goal is to raise funds so that many of the programs and support services SuperSibs! provides can continue to be offered to additional children for years to come.

During July and August, SuperSibs! will be recruiting participants for Sibtember. Those interested in receiving more information about this initiative or registering to participate in Sibtember are encouraged to visit [www.sibtember.org](http://www.sibtember.org).

### About SuperSibs!

SuperSibs! is a national 501(c)(3) nonprofit organization dedicated to ensuring ongoing comfort, recognition and support to children with brothers and sisters who have cancer. SuperSibs! helps these siblings to redefine the cancer experience to use these life lessons for strength, courage and hope as they move into the future. No longer are these “shadow survivors” forgotten and alone as they battle feelings of fear, insignificance, guilt, helplessness, anger and grief. For more information, visit [supersibs.org](http://supersibs.org).



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**SuperSibs!**

## WHY IN THE WORLD WOULD ANYONE WEAR SUSPENDERS FOR AN ENTIRE MONTH?

**Every outfit. Every day.  
Every funny comment.  
Every weird look.**

It's all to help one amazing organization accomplish its mission of helping the brothers and sisters of children who battle pediatric cancer.

It's Sibtember. And it works like this. During the entire month of September, people (just like you) pledge to wear suspenders as much as possible to generate interest, awareness and funds for SuperSibs!. Wear them every day, in any way—find crazy patterns, add some flair, dip into wardrobe relics. When people stop and say, “Hey, what’s up with the suspenders?” you can tell them about SuperSibs!, ask them to join the movement or ask them for a donation to keep support for siblings strong.

Who knew that wearing suspenders could make such a big difference?

**Get involved!**  
**It's free and easy to sign-up.**

**Step 1:** Visit [www.sibtember.org](http://www.sibtember.org) to create your own personal fundraising page. You can register as an individual, join a team or create your own fundraising team.

**Step 2:** Customize your fundraising page with a goal and your story. Tell the world why you're sporting suspenders in September.

**Step 3:** Contact your friends and family to tell them about Sibtember and ask them to join you!

**Step 4:** Get suspenders! Buy them, make them, borrow them, and don't forget to add your own personal flair to them.

**Step 5:** Wear them all day, every day in September. Talk about them. Tell people about SuperSibs! and invite others to join the Sibtember movement to help a fantastic cause.

## Why suspenders?

**Siblings need support,  
something to hold them up  
when their family is battling  
pediatric cancer.  
That's what SuperSibs! —  
and suspenders —  
are all about.**



**Join the Sibtember movement now at [www.sibtember.org](http://www.sibtember.org)!**

# SIBTEMBER

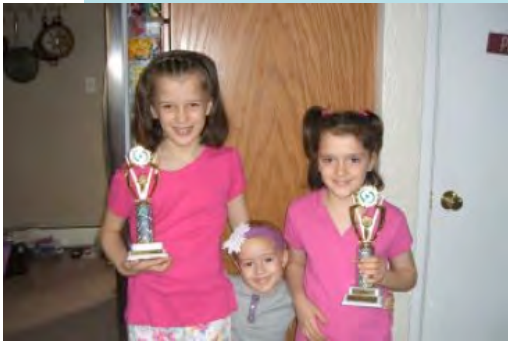
WEAR SUSPENDERS, SUPPORT SIBS



SuperSibs!

## Families agree. Siblings need support, too.

The services and programs provided by SuperSibs! make a profound impact in the lives of children whose brothers or sisters have pediatric cancer. But don't take our word for it—listen, firsthand, to what families say about SuperSibs!.



*"We want to thank you for everything you did while our family was in crisis. We also want to let you know what each and every simple gift you gave the two girls was like the extra tuck-in at night when either I was already in bed asleep from exhaustion or was sleeping overnight at the hospital with Lily. They loved your organization. You made them feel extra special, unforgotten and if you will, just like you promised them (and me). Thank you so much for everything."*

Kim P.  
March 7, 2012

*"I wanted to send a quick thank you for your thoughtfulness and support. Our youngest child Ryker (12 months) was just diagnosed with Leukemia last week, and I am overwhelmed by the thought of our oldest two kids (ages five and four) slipping through the cracks. We signed up for your program while in the hospital and have already received a care package. They were both so excited to get it and loved the tattoos. They are wearing them proudly and calling themselves Ryker's superheroes. I have attached a picture so you can see their happy faces."*



Kambria C.  
August 1, 2011



*"I wanted to let you know how precious your company is and I thank you from the bottom of my heart for its existence. You have touched my daughter in such a way that we never could. I wanted to let you all know that what you have done, what you have created, has made such a difference and matters greatly!"*

*Cancer, childhood cancer...the journey is soul crushing. SuperSibs! has helped my daughter and I am sure countless others to heal. Our family thanks you for all that you have done."*

Gabrielle D.  
August 23, 2011

# I wear suspenders because...



- Pediatric cancer puts great strain on families; 51% of families reported that one parent had to stop working to focus on caregiving, 77% reported financial changes due to the cancer and 36% lived more than 50 miles from the closest treatment center
- Over half of siblings of children with cancer report symptoms of Post-Traumatic Stress and 25% qualify for a diagnosis for Post-Traumatic Stress Disorder
- Siblings are at risk for poor academic achievement, impaired social interactions, guilt, aggressiveness, withdrawal, anxiety, tearfulness, jealousy and anxiety
- Siblings exhibit high levels of risky social behaviors including smoking and substance abuse that are significantly reduced with strong social support and intervention

**Wear suspenders.  
Support sibs.**

Join the movement at  
[www.sibtember.org](http://www.sibtember.org)

**SIBTEMBER**

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## SuperSibs! in the Press

SuperSibs! has been featured in a number of local, regional and national publications for the work they do to help siblings understand and cope with their family's cancer journey.

### Newsweek

Newsweek, 2004

#### "Family Matters"

Siblings get eclipsed, too. "They feel forgotten and insignificant," says Melanie Goldish, the director of SuperSibs!, a support group for the brothers and sisters of kids with cancer. "There's a sense of abandonment or isolation." And though they're the first to acknowledge that a sick brother or sister has overwhelming needs, they end up aching for attention. Goldish recalls a woman named Stacy, who spent her teens watching her brother fight a losing battle with cancer. Stacy told Goldish her name in school was "Greg's sister" and her nickname was "the well one." Anyone would resent that—but for kids with sick siblings, the resentment is often compounded by guilt.

### CHICAGO SUN-TIMES

Chicago Sun-Times, 2009

#### "Help When a Sibling Has Cancer"

More than 46 children are diagnosed with cancer each day in the United States and Canada, and each year as many as 18,000 brothers and sisters of these cancer victims are thrust into emotionally painful experiences as their sibling struggles with the disease.

Siblings of cancer victims often develop stress, anxiety, social withdrawal, guilt, aggressiveness, tearfulness and run the risk of poor academic achievement, say experts at SuperSibs!, a Rolling Meadows-based non-profit group that helps the siblings of cancer victims with providing support services,

### Chicago Tribune

The Chicago Tribune, 2005

#### "Easing the pain when a sibling has cancer"

"I've heard young kids say that they wish they had cancer, because they would get more attention from their parents," she said. "These kids feel very left out and unwanted."

SuperSibs! pursues a relatively simple mission: "to honor, support and recognize" those siblings. The organization attempts that through measures that include sending personalized "smile cards," producing newsletters and booklets for the siblings and parents, offering journals, providing college scholarships, hosting parties, sending CD cases—and mailing trophies.

"I think it's really helped," said Judy Kramer of Naperville, "just knowing that there are other kids of there, that there are other families out there going through this and much worse."

Kramer's son, Ryan, was found to have a benign brain tumor in July 2002, when he was 12. His younger sister, Erin, was 10, and very soon after the diagnosis, she began feeling pushed aside, particularly when a card, letter or gifts would arrive for Ryan and she would receive nothing."



information, education and direct-comfort and care.

The emotional experience of children with brothers and sisters who have cancer has recently been thrust into the spotlight with the film "My Sister's Keeper." The movie, in theaters now and starring Cameron Diaz as the mom, is about an 11-year-old girl who was genetically designed as a source of spare parts for her dying 16-year-old-sister. In the film, Kate (Sofia Vassilieva) has outlived her predicted death at 5. Over the year's, Kate's sister Anna (Abigail Breslin)

has donated blood, bone marrow and stem cells. When she's told she must donate a kidney, the sibling files a lawsuit against her parents for "medical emancipation." The film is based on the book of the same name by Jodi Picoult.

"This is a gut-wrenching movie and is unquestionably a wake-up call about the lasting and sometimes devastating ways siblings are affected when their brother or sister has cancer," said Melanie Goldish, executive director of SuperSibs!.