NEWS RELEASE

**New App From Be Brave Foundation Raises Awareness of Pediatric Cancer**

*iPhone Users Can Share Photos and Provide Financial Support to Families of Brave Little Heroes Fighting for their Lives*

**ORLANDO, FL — (March 6, 2015)** – Hearing four simple words can change a family forever: Your child has cancer. On average, 46 families in the United States hear that diagnosis every day. Now iPhone users can help some of those families by downloading a new photo-sharing app offered by the Be Brave Foundation.

The Be Brave Foundation provides financial support to the families of young cancer patients in Central Florida. Fighting cancer often stretches families to their breaking point emotionally, spiritually and financially. They incur an ongoing stream of expenses not covered by insurance – which is an added burden that takes their attention away from focusing on the young patient and his or her siblings.

The foundation recently launched an iPhone photo app (<https://appsto.re/us/LfNN5.i>) allowing users to decorate pictures with frames that show support for childhood cancer fighters, and then share them through social media networks. The company releasing the app, Brave Designs, donates their portion of each 99-cent download directly to the Be Brave Foundation, allowing the group to provide more assistance to families battling pediatric cancer.

“My wife and I started our foundation in June of 2014 after spending the previous 14 months watching our son battle cancer from the age of 3½,” said Jeremy Chambers, co-founder of the Be Brave Foundation. “Now that he is doing well, this foundation and the app are simply our way of giving back to help other families, to raise the level of awareness, and hopefully bring more funding towards a cure for childhood cancer.”

Since June of 2014, the volunteer staff at Be Brave has raised more than $70,000 and provided financial relief to more than 100 families.

**About Be Brave**
Be Brave Foundation provides financial assistance to families in Central Florida with a child battling cancer. By removing some of the financial burden associated with treating pediatric cancer, families can focus on their child’s care and condition. The foundation also accepts donated new and gently used portable electronic devices to provide patients with educational and entertainment outlets during treatment.

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