

# CHORDS2CURE

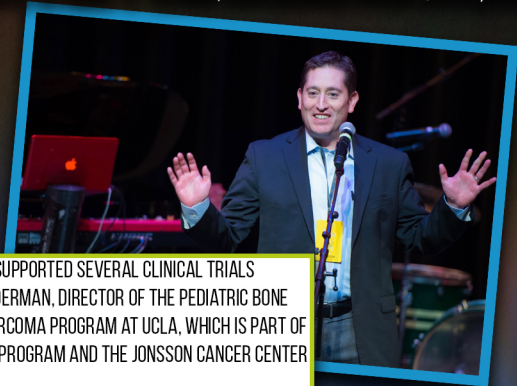
CURING PEDIATRIC CANCER ONE CHORD AT A TIME



# CHORDS2CURE

CHORDS2CURE IS A STUDENT-CENTRIC  
NON-PROFIT ORGANIZATION DEDICATED  
TO RAISING FUNDS FOR GROUNDBREAKING  
PEDIATRIC CANCER RESEARCH THROUGH A  
SHARED PASSION FOR MUSIC.

IN IT'S FIRST 5 YEARS, C2C RAISED OVER \$500,000




THESE FUNDS HAVE SUPPORTED SEVERAL CLINICAL TRIALS LED BY DR. NOAH FEDERMAN, DIRECTOR OF THE PEDIATRIC BONE AND SOFT TISSUE SARCOMA PROGRAM AT UCLA, WHICH IS PART OF THE UCLA SARCOMA PROGRAM AND THE JONSSON CANCER CENTER FOUNDATION.

CHORDS2CURE WAS CREATED BY A FEW COMPASSIONATE STUDENTS AT CROSSROADS SCHOOL FOR ARTS AND SCIENCES (LOS ANGELES) AND THEIR FAMILIES WHEN THEIR CLASSMATES (JAX & MAFALDA) WERE DIAGNOSED WITH RARE FORMS OF CANCER.

SEVERAL OF THE KIDS, INCLUDING CO-FOUNDER/MUSICIAN JULIETTE PEGULA (NOW 18) DISCOVERED THAT PEDIATRIC CANCER RESEARCH RECEIVES ONLY 4% OF GOVERNMENT FUNDS DEDICATED TO CANCER RESEARCH AND THAT THE TREATMENT JAX AND MAFALDA WERE RECEIVING WAS 30+ YEARS OLD.





THE KID'S DESIRE TO HELP THEIR FRIENDS COMBINED  
WITH SHARED LOVE OF MUSIC SPARKED THE IDEA FOR A  
BENEFIT CONCERT. IN 2015, CHORDS2CURE WAS BORN  
AND HAS QUICKLY BECOME ONE OF THE MOST EXCITING  
EVENTS IN THE COMMUNITY.



JAXON BLUMENTHAL (NOW 17) WAS DIAGNOSED WITH HEPATOBLASTOMA (LIVER CANCER) IN 2013. AX UNDERWENT 6 GRUELING ROUNDS OF CHEMOTHERAPY, A LIVER TRANSPLANT AND TWO LUNG RESECTIONS. HE IS NOW CANCER FREE.



MAFALDA VON ALVENSLEBEN (NOW 20), WHO WAS DIAGNOSED WITH EWING SARCOMA (BONE CANCER).

OVER THE COURSE OF 9 MONTHS, MAFALDA'S TREATMENT INCLUDED 17 ROUNDS OF CHEMOTHERAPY, 20 DAYS OF RADIATION AND FEMUR BONE REPLACEMENT SURGERY.

SHE IS NOW CANCER FREE.

EACH SPRING, C2C PRODUCES AN INCREDIBLE, FAMILY FRIENDLY BENEFIT CONCERT FEATURING TEEN PERFORMERS AND A VARIETY OF SPECIAL GUEST STARS.

THE CONCERTS HAVE INCLUDED SOME AMAZING SPECIAL GUESTS INCLUDING:

- ONEREPUBLIC
- CHRIS MARTIN FROM COLDPLAY
- CHRIS SHIFLETT FROM FOO FIGHTERS
- ZAC BARNETT FROM AMERICAN AUTHORS
- GARY LIGHTBODY FROM SNOWPATROL
- MAGIC GIANT



## OTHER CELEBRITY SUPPORTERS INCLUDE:



HELEN HUNT  
LESLIE MANN  
JUDD APATOW  
CAMRYN MANHEIM  
MILO MANHEIM  
COURTENAY COX  
DAVID ARQUETTE  
AND EWAN MCGREGOR



# THE STAGGERING FACTS

- IN 2018 NEARLY 16,000 KIDS WERE DIAGNOSED WITH CANCER.  
12% OF THOSE KIDS DID NOT SURVIVE
- YET, LESS THAN 4% OF THE FEDERAL GOVERNMENT'S FUNDING FOR CANCER RESEARCH IS DEDICATED TO CHILDHOOD CANCERS, WHICH ARE VERY DIFFERENT THAN ADULT CANCERS.
- ONLY 4 NEW CHILDHOOD CANCER DRUGS HAVE BEEN APPROVED BY THE FDA IN OVER 30 YEARS. WHICH MEANS THE MAJORITY OF THESE CHILDREN ARE BEING TREATED WITH HIGHLY TOXIC TREATMENTS MEANT FOR ADULT CANCERS.
- 60% OF THOSE CHILDREN WHO DO SURVIVE WILL HAVE LONG-TERM, LATE EFFECTS, SUCH AS INFERTILITY, HEART FAILURE AND SECONDARY CANCERS. NOT TO MENTION, PTSD, ANXIETY AND OTHER EMOTIONAL SCARS.
- WITHOUT PRIVATE FUNDING, THERE SIMPLY IS NOT ENOUGH FUNDS FOR CRITICAL RESEARCH AND GROUND-BREAKING CLINICAL TRIALS FOR PEDIATRIC CANCER. OUR KIDS

OUR KIDS ARE WORTH MORE THAN 4%.

LIKE MOST NON-PROFITS, C2C'S BOARD MEMBERS DONATE ENDLESS AMOUNTS OF TIME AND ENERGY TO RUN THE ORGANIZATION, RAISE AWARENESS AND PROMOTE EVENTS.

## C2C'S BOARD MEMBERS:

**MEREDITH PEGULA, CO-PRESIDENT/MUSIC DIRECTOR**

**CHRISSY BLUMENTHAL, CO-PRESIDENT**

**ISABELL VON ALVENSLEBEN, TREASURER**

**LORI FURIE, SECRETARY**

### **STUDENT/JUNIOR BOARD**

**JULIETTE PEGULA**

**JAX BLUMENTHAL**

**MAFALDA VON ALVENSLEBEN**

**CALLI BLUMENTHAL**

**CHARLOTTE FURIE**

**IN ADDITION TO THE BOARD MEMBERS, THERE ARE DOZENS OF COMPASSIONATE VOLUNTEERS WHO HELP PROMOTE THE SHOW, SELL RAFFLE TICKETS, MAN THE MYSTERY BOXES AND ASSIST DURING THE FABULOUS PRE-RECEPTION AND INTERMISSION.**

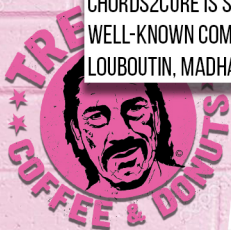


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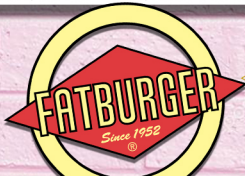
BAREFOOT DREAMS®



CHORDS2CURE IS SUPPORTED BY PRIVATE DONATIONS AND THE EVENT IS SPONSORED BY WELL-KNOWN COMPANIES SUCH AS LYFT, FATBURGER, CHRISTIAN LOUBOUTIN, MADHAPPY, LATTE'S ON LOCATION, GREEN TRUCK, NOBU AND MORE!



StickyBe  
Socks™



C2C'S 2020 BENEFIT CONCERT, WILL BE HELD AT THE ELI & EDYTHE BROAD STAGE AT THE SANTA MONICA COLLEGE PERFORMING ARTS CENTER. **THE THEATER HOLDS APPROXIMATELY 500 GUESTS.**





**C2C IS CURRENTLY GEARING UP FOR THE 6TH ANNUAL BENEFIT CONCERT ON MARCH 15, 2020!  
THE TEEN MUSICIANS ARE REHEARSING AND LOOK FORWARD TO COLLABORATING WITH MORE ARTISTS FOR THE NEXT CONCERT!  
IN ORDER TO MAKE 2020 A SUCCESSFUL EVENT AND EXCEED LAST YEAR'S EARNINGS, C2C IS SEEKING CORPORATE SPONSORS,  
PARTNERS AND OF COURSE, DONATIONS OF ANY KIND!**



**ROCK ON!!**

**THANK YOU FOR YOUR TIME!**



FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE AT . [WWW.CHORDS2CURE.ORG](http://WWW.CHORDS2CURE.ORG) OR EMAIL US AT [CHORDS2CURE1@GMAIL.COM](mailto:CHORDS2CURE1@GMAIL.COM)  
THANK YOU FOR YOUR TIME AND SUPPORT.