



Champions of Childhood Cancer

More than a decade ago, Alex Scott organized the lemonade stand that eventually led the way to a charity in her name that, now run by her parents, raises money to fight childhood cancer. To date, Alex's Lemonade Stand Foundation has raised more than \$35 million, in part by drawing on the support of thousands of other volunteers, like the heroes below.



John Taggart

After reading *Alex and the Amazing Lemonade Stand*, four-year-old John Taggart, who was fighting cancer, asked his parents if he could open his own stand, too. Kelly and Tamara Taggart organized the event for their son, who died four months later from neuroblastoma in 2005. "I still can remember his grin serving lemonade on that summer day," says Kelly. The Taggarts have continued John's fight, opening six stands in California and raising about \$55,000.



DR. Sharon Plon

Dr. Plon received a three-year, \$300,000 research grant from Alex's Lemonade Stand Foundation in 2006. Chief of Houston's Baylor Cancer Genetics Clinic, Plon used the money to identify cancer-causing gene mutations in families affected by childhood cancer, which led to \$3.5 million in funding for research using the latest genomics methods to find new cancer-causing genes. "I never would have gotten these grants without that early support," says Plon.



Joseph Strazza

CEO of New York City-based WinMill Software, Strazza decided to raise \$20,000 for Alex's Lemonade Stand after reading about Alex earlier this year. Instead of opening a live stand, he contacted friends on Facebook and asked them to post his virtual stand on their own pages. "In New York, you reach more people on the Internet than from a lemonade stand," he says. Making his own \$10,000 contribution, Strazza surpassed his goal in less than one month.



Maureen Huscroft

Huscroft, her husband, Rick, and their four children held their first lemonade stand in Kent, Ohio, after seeing a newsclip about Alex's Lemonade Stand in 2005. The family's effort quickly grew into an annual community event with the support of neighbors, classmates, and students from Kent State University. Earlier this year, the Huscrofts raised more than \$23,000, bringing their total contribution to the foundation to more than \$95,000.



Kenny Herriot

One of the world's top wheelchair athletes, Herriot traveled from his native Scotland last spring to ride his hand-powered cycle across the U.S. for two months to help raise awareness of childhood cancer. Despite being hit by a car and thrown from his bike in Missouri, he finished the ride on time. "We found a guy to weld the bike together that afternoon," he says. "Within five hours I was riding again."



How to get involved!

Volvo, a founding sponsor of Alex's Lemonade Stand, proudly salutes these champions of childhood cancer. Since Alex Scott's frontyard beginnings, Volvo has been committed to Alex's dream of a cure for all childhood cancers. In the past 10 years, Volvo's sponsorship has extended to Volvo Cars of North America, its dealers, and its partners. Together, they have contributed more than \$1 million to Alex's Lemonade Stand Foundation. You can be a champion of childhood cancer too; to find out how, visit lemonadestandforlife.com.

