



### About the Pablove Foundation:

The Pablove Foundation is named after Pablo Thraikill Castelaz, the son of Jo Ann Thraikill and Jeff Castelaz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. Imbued with his spirit and inspired by his strength, Pablove is dedicated to the daily, global fight against childhood cancer and the suffering that comes in its wake.

**Vision:** Helping kids with cancer **live** – a **love-filled** life today, and a **cancer-free** life tomorrow.

### Mission:

- **Invest** in underfunded, cutting-edge pediatric cancer research
- **Inspire** cancer families through education
- **Improve** the lives of children living with cancer through the arts

Education and awareness are key tenants of The Pablove Foundation's aim to fight childhood cancer with love. Help us spread the word and practice your Pablove "elevator speech" with these key talking points:

- Since 2011, we have funded \$900,000 in innovative **Childhood Cancer Research** at institutions like Dana-Farber Cancer Institute, Children's Hospital Los Angeles, and the Mayo Clinic. Our grants are awarded based on the highest quality of science addressing real, pressing issues faced by kids fighting cancer.
- Our annual **Childhood Cancer Symposia** have covered acute lymphoblastic leukemia, brain tumors, survivorship, and Wilms Tumor, connecting families with worldwide experts. Videos of the presentations are available to watch anywhere, anytime at [vimeo.com/pablove](http://vimeo.com/pablove).
- Our **Pablove Shutterbugs photography program** teaches children and teens to express their creative voice through the art of photography in Los Angeles, New York, and New Orleans! And yes, the kids get to keep the camera! The program is expanding to 13 new cities in Fall 2014 as a recipient of the **LIVESTRONG** Community Impact Project award.
- We have supported child life programs at sixteen children's hospitals across the country.
- Our signature fundraising event is **Pablove Across America**, an annual long-distance bike ride to raise awareness of childhood cancer and raise funds for our foundation.
- Our **Team Pablove** initiative for athletes is a fun way to get active and fight childhood cancer – run any race or play any sport you want.

### About Childhood Cancer:

- Pediatric cancer is the most deadly disease in children - killing more kids in the U.S. each year than AIDS, diabetes, cystic fibrosis, and asthma combined.
- Unlike many adult cancers, childhood cancer is not a result of lifestyle or behavioral choices. We do not know the cause of most childhood cancers, making them impossible to prevent.



- Although overall survival rates have risen in the last 50 years, many types of childhood cancer still do not have a successful treatment protocol.
- Two-thirds of kids who do survive suffer from long-term effects like organ damage, fertility issues, and even secondary cancers.

**Our Logo:**

Maintaining logo consistency is vital to the success of The Pablove Foundation. Our official artwork should not be reproduced or recreated in any way. The “benefiting” version of the logo should be used for all fundraising and outreach events by regional committees and supporters.



OR



**TYPOGRAPHY:**

the pablove foundation  
fighting childhood cancer with love



Futura **Heavy** / Medium

- Do not alter colors or fonts.
- Do not reset text placement or remove parts of the logo or text.
- Do not place against a background that provides insufficient contrast.
- Do not place any text or logos on top of or behind our logo.
- Do not place logo on items for sale without signing a logo usage agreement with The Pablove Foundation.



- Do not place logo on items for giveaway without written approval from The Pablove Foundation.

### Sizing and space guidelines:

Clear space and appropriating sizing and resolution are paramount in the presentation of The Pablove Foundation logo. The minimum amount of clear space around the logo should be the height and width of the font size in "fighting childhood cancer with love" as seen here:



In order to preserve clarity the logo may not be reproduced smaller than .85" or less than 300 dpi. The logo should increase in size proportionally and should never be stretched or distorted.

