



Heart Fusion Group Creating Toys 4 The Cure Video Challenge

LAS VEGAS - October 17, 2014 - Heart Fusion, a community group dedicated to doing good in the community is asking the public to join its **Toys 4 The Cure Challenge** which will provide toys to children facing challenging medical treatments and conditions.

Beginning **Tuesday, October 21 - Tuesday, October 28, 2014**, the group is asking citizens to help support the Las Vegas-based Cure 4 The Kids Foundation. The foundation operates two programs, The Children's Specialty Center and the Hemophilia Treatment Center, which provide important medical treatment to those with good insurance, bad insurance and no insurance at all. The foundation provides toys to many patients who may be facing a tough round of chemotherapy, or who just need a little extra love or who are celebrating their No More Chemo party.

Heart Fusion is asking the public to purchase two to three toys, which combined, do not exceed \$25 in value. After purchasing the toys, the donor is asked to create a short video about what they've done and to challenge friends to join the effort.

The weeklong challenge ends with a special event and toy drop off where participants are eligible for raffle prizes and more. Additional toy drop off areas will be announced during the weeklong event. Those who are interested in learning more are encouraged to join the effort at: <https://www.facebook.com/events/1539025782976356/>

"We toured the Children's Specialty Center of Nevada recently and after seeing all the brave and strong kids who are battling major medical conditions, often with a smile on their face, we were compelled to help," said Tina Galloway, Heart Fusion organizer.

"We depend on the community to help us complete our mission to never turn a child away from the specialized treatment that can save their lives," said Annette Logan, President and CEO of Cure 4 The Kids Foundation. "By providing toys for the kids in treatment, which can take up to three years to complete, Heart Fusion is helping us focus more of our funding to where it needs to be: providing medical treatment and diagnosis."

Here is Galloway's video challenge: <http://youtu.be/zO8-8ZbhVjs>

@Cure4TheKids

About Cure 4 The Kids:

The Children's Specialty Center of Nevada and the Hemophilia Treatment Center Of Nevada are funded, in part, by the Cure 4 The Kids Foundation. The 501 (c) 3 non-profit organization was founded in 2007 by Dr. Jonathan Bernstein to ensure children with life threatening illnesses received proper medical attention regardless of their family's income or presence of health insurance. To date, more than 8,000 patients have been treated by physicians

and medical staff at the Children's Specialty Center and Hemophilia Treatment Center. The Children's Specialty Center provides medical treatment to children facing devastating diseases such as cancer, rheumatological diseases, as well as rare and ultra rare diseases. All our providers are Board Certified in Pediatric Hematology/Oncology. The Hemophilia Treatment Center (HTC) of Nevada is the only Federally recognized HTC in the state. It is one of 140 HTCs around the country which provides individual services to children and adults with inherited bleeding disorders. Studies show people with Hemophilia who are treated at Federally recognized HTCs have lower overall healthcare costs, lower hospitalization rates and lower mortality rates than non-HTC users. The Cure 4 The Kids Foundation's Charity Care plan ensures patients at The Children's Specialty Center and the Hemophilia Treatment center receive medical treatment regardless of family income or presence of medical insurance.
www.cure4thekids.org

For additional information, please contact:
Mitch Truswell
Red 7 Communications
mitch@red7communications.com
702-531-4461