



FOR IMMEDIATE RELEASE:

Vie for the Kids donates \$30,000 to CT Children's

December 4, 2024 – Vie for the Kids, Inc. is pleased to announce that it raised \$30,000 for CT Children's from two recent events. The eighth annual Robby Brisco Open (RBO) was held on August 5th at the Golf Club of Avon and was attended by 150 golfers, sponsors and dinner guests. This year's tournament raised \$20,000, continuing the charity's mission of donating critical funding for pediatric cancer clinical trials at CT Children's. The RBO, a golf tournament that pays tribute to Robby Brisco, an Avon resident who lost his battle against cancer at age 19, is a Vie for the Kids, Inc. signature event that has raised over \$225,000 for the cause at CT Children's.

Additionally, the organization's second Gold Ribbon Dinner was held at the Golf Club of Avon on Saturday, September 14th, was attended by approximately 100 guests and raised \$10,000. The evening featured dozens of raffle and auction items from local and regional businesses and speakers included Cale Strober, pediatric cancer survivor, Cale's friend Maggie Peterson, and Dr. Michael Isakoff, Division Head, Division of Hematology and Oncology, CT Children's; Director, Sarcoma Program and the Reid R. Sacco Adolescent and Young Adult Cancer Program; and Professor of Pediatrics, UConn School of Medicine.

Maria Mascoli, President of Vie for the Kids, said "We were thrilled to have such strong community attendance at these two events, and are very grateful to our donors and sponsors for their generous support. Vie for the Kids is a special organization because it is composed of a committed group of local volunteers who donate their time to raise funds specifically for the pediatric clinical trials program at CT Children's. As an all-volunteer charity, we have no administrative or overhead costs, so all money raised goes directly to CT Children's, to help kids fighting cancer right here in our backyard and to give hope and support to their families."

Vie for the Kids is an all-volunteer charity with a mission to improve pediatric cancer treatment options and outcomes by actively supporting the clinical trials program at Connecticut Children's. The charity has organized and hosted a variety of fundraising events across the Farmington Valley over the past 17 years and has raised over \$1 million during this time through the generous support of the local community. For more information, please contact us via e-mail at info@vieforthekids.org or visit our website at www.vieforthekids.org.

Vie for the Kids • P.O. Box 117 • Weatogue, CT 06089

**www.vieforthekids.org
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Vie for the Kids is an all-volunteer, 501(c)(3) non-profit charity with a mission to improve pediatric cancer treatment options and outcomes through our active support of clinical trials programs in Connecticut. We also provide financial support to pediatric cancer patients and their families. We are committed to ensuring that our kids receive the care and treatment they need right here in our own backyard.