Beat: Local

Design Source Flooring Giving Back

DSF and ALSF

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USPA NEWS - Every day approximately 250 kids around the world die from cancer and 700 new kids are diagnosed. 91,250 kids lose their lives to cancer every year and an estimated 250,000 new cases of cancer are diagnosed. Design Source Flooring in Lenexa, Kansas and Alex's Lemonade Stand Foundation aim to do something about that! Childhood cancer is different than adult cancer in that a lot of these childhood diseases are developmental meaning the cancer only occurs during the developmental stages while a child is still growing. Childhood cancer is not just one disease. It consists of 12 types with countless subtypes. Childhood cancer occurs regularly, randomly and spares no ethnic group, socioeconomic class or geographic region. In the Unites States the incidence of cancer among adolescents and young adults is increasing at a greater rate than any other age group except those over 65. Childhood cancer is the leading cause of death by decease in children under the age of 15 in the U.S. The causes of most childhood cancers are unknown and are not strongly linked to lifestyle or environmental risk factors, unlike many adult cancers. Still, childhood cancer research remains underfunded.

Despite the fact that one in 285 children in the U.S. will be diagnosed with cancer by the time they are 20 years old and that two-thirds of childhood cancer patients will have long lasting chronic conditions from treatment...only 4% of Federal funding goes to cancer research of children specifically. Alex's Lemonade Stand Foundation was founded by Alexandra Scott when she held her first Stand at the age of 4. She was diagnosed with cancer shortly after her 1st birthday gave the mission to find cures for all children battling cancer. Alex is no longer with us but her fighting spirit lives on bringing hope and smiles to the hearts and faces of kids battling cancer worldwide. Design Source Flooring has dedicated there selves to helping Alex's Lemonade Stand Foundation achieve Alex's goal! By holding their own Lemonade Stands, DSF is raising not only funds but awareness within their community of the desperate hope and healing so many children are in need of. This summer Design Source is hosting their own Alex's Lemonade Stand at Westlake Ace Hardware in Lenexa, Ks. at 87th and Lackman on Saturday July 15th. Let's hope DSF's generosity and commitment bring some smiles!

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