

NO LAUGHING MATTER

BENEFITTING THE CHILDREN'S BRAIN TUMOR PROJECT



Brain tumors are the most common solid tumors found in children, and also the most fatal. The team at the Children's Brain Tumor Project is committed to changing those statistics.



The Children's Brain Tumor Project (CBTP) at **Weill Cornell Medicine** is the country's leading lab with a singular focus on rare and inoperable pediatric brain tumors that uses a novel, multi-directional approach integrating four neuroscientific disciplines: (1) precision oncogenomics, (2) tumor immunology, (3) developmental biology and (4) enhanced drug delivery.

The inspiration behind the project is the unique collaboration of vision and resources of two high-powered brain tumor scientists and neurosurgeons, **Dr. Mark Souweidane** and **Dr. Jeffrey Greenfield**. They were both studying rare and inoperable tumors, relying on a combination of patient and foundation philanthropy to challenge the "incurable" label attached to their patients, and they knew that they could advance progress by working together.

Thus began the collaborative and inclusive project to create a common laboratory and community for family-founded organizations - **such as the Children's Brain Tumor Project Foundation** - and scientists around the world who hold the common passion to better define, discover, and deliver more effective therapies to children.

POWERED BY FAMILIES

The Children's Brain Tumor Project Foundation is a registered nonprofit dedicated to raising awareness and

funding research for rare and inoperable brain tumors through exclusive support of the CBTP lab at Weill Cornell Medicine's Department of Neurological Surgery. The organization was built by families united by tragedy, who wish to advance research into pediatric brain tumors, some of which currently have a survival rate of zero upon diagnosis.

EVENT SUPPORT

Brain tumors in children are no laughing matter, but everyone agrees that laughter is often the best medicine. That's why this event will incorporate a range of comedic performances that allow our kids and their siblings to be part of the program. It will be a night to remember for everyone, and we are seeking support from entertainers, donors, and sponsors who wish to get involved.

"NO LAUGHING MATTER" is a unique fundraising event at the upscale **New York Athletic Club** that will host a variety of talented comics, while also inviting children to the stage who have been impacted by a pediatric brain tumor diagnosis to share the honor (and humor!).

A diverse community of 300 professionals from finance, fashion, entertainment, media, real estate, medicine, and science in NYC are expected to attend, making it a perfect opportunity for visibility and powerful fundraising for a worthy cause.