

# GO GOLD DAY

## One day. Big change.

Go Gold Day is an annual kid-powered initiative to raise awareness and support for children facing cancer. Go Gold Day empowers kids to stand up for and with their peers, to show compassion and empathy, and to be part of the solution: research. Go Gold Day is just one day. But it can create big change.

All money raised on Go Gold Day goes to The Benjamin Gilkey Fund for Innovative Pediatric Cancer Research at Johns Hopkins All Children's Hospital, which creates new options for children at the highest risk.

### How can your school, business, or community participate?

- Hold a uniform-free day and encourage everyone to wear GOLD
- Host a blood drive at your school or business
- Include a message about pediatric cancer in your morning news programs, athletic games or other events and activities
- Hold a "Change for Cancer" campaign in your classroom or business to collect donations for The Benjamin Gilkey Fund
- Invite your favorite local restaurant to host a "Go Gold Give Back Day" and donate 10% of proceeds to The Benjamin Gilkey Fund
- Spread the word with the hashtags #GoGold and #GoGoldDay

