

CLIFTON PUBLIC SCHOOLS

www.clifton.k12.nj.us

Danny A. Robertozzi, Ed.D.

Superintendent of Schools

Lucy Danny

President

Clifton Board of Education



Samantha DeRose

Communication Technology Specialist

Clifton Public Schools

973-405-6042

sderose@cliftonschoools.net

NEWS RELEASE

July 17, 2020 – FOR IMMEDIATE RELEASE

Clifton Public Schools Make Impact on Cancer Cures through Pennies for Patients

Students in Clifton Public Schools raised \$27,353,18 to help fund blood cancer research and provide help and hope to thousands of patients and their families through The Leukemia & Lymphoma Society's (LLS) Pennies for Patients program.

11 schools participated in the program:

- Elementary School 2
- Elementary School 3
- Elementary School 4
- Elementary School 5
- Elementary School 8
- Elementary School 9
- Elementary School 12
- Elementary School 13
- Elementary School 15
- Elementary School 16
- Elementary School 17

The Pennies for Patients Awards Celebration took place virtually on May 27, 2020. School 12 won the Social Butterfly Award, and Dr. Danny Robertozzi won the "Super" Superintendent Award.

"I knew that a Clifton Public Schools and Pennies for Patients and the LLS would be an invaluable partnership when the organization reached out to me last summer," said Dr. Robertozzi, Clifton Superintendent.

"Our students had an opportunity to raise awareness for LLS and make a positive impact by helping other children," Robertozzi continued. "In addition to teaching empathy and compassion, these powerful life lessons show our students that they can make a real difference in the world around them. I'm so proud of

our students, teachers, and principals, particularly since school participation continued remotely despite the setback of school closures due to COVID-19.”

By signing up for LLS’s Pennies for Patients fundraising campaign, students learned leadership, the importance of helping others and just how impactful their involvement can be in helping to save lives. During the programs, students and staff collected donations from friends and family in honor of local student survivors and current patients. By contributing their spare change and participating in other special fundraising events, Clifton Schools are helping LLS fund lifesaving research.

“Because of new and better therapies, blood cancer survival rates for children have improved significantly during the last several decades,” said Genna Toye, LLS New Jersey Pennies for Patients Director. “But there still more work to be done. Leukemia is one of the most common types of cancer in children and adolescents, so LLS’s Pennies for Patients programs provide a meaningful way for kids to help kids. Every penny really does make a difference.”

Since it began in 1993, Pennies for Patients has helped LLS invest nearly \$1.3 billion in research to advance breakthrough cancer treatments that are saving lives and improving the quality of life for patients and their families. In the last 3 years, LLS has designed a series of lesson plans for teachers to use in the classroom in response to the growing trend of making serving learning and character education part of the curriculum. The lesson plans integrate the theme of LLS’s Pennies for Patients® programs into all academic areas, including a renewed emphasis on social and emotional learning in this virtual learning environment.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® (LLS) is a global leader in the fight against cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET. For additional information visit lls.org/lls-newsnetwork. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

The LLS Children’s Initiative: Cures and Care for Children with Cancer

The [LLS Children’s Initiative](#) is a \$100 million multi-year effort to take on children’s cancer through every facet of LLS’s mission: research, patient education and support and policy and advocacy. The LLS Children’s Initiative includes: more pediatric research grants, a global precision medicine clinical trial, expanded free education and support services for children and families and driving policies and laws that break down barriers to care. To learn more, visit www.lls.org/childrens-initiative.

Genna Toye
Campaign Director, Pennies for Patients
New Jersey Chapter
14 Commerce Drive, Suite 301
Cranford, NJ 07016

###