



FOR IMMEDIATE RELEASE

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PORTLAND-BASED CHILDREN'S CANCER ASSOCIATION GOES NATIONAL Music Rx[®] Program Spreads Joy Through Music to Thousands More

Portland, Oregon – July 8, 2009 – After 14 years of experience, research, development, evaluation, awards and accolades, the Children's Cancer Association (CCA) is thrilled to expand their Music Rx[®] program beyond Portland, Oregon for the first time. To combat the pain, fear and loneliness of serious illness with the healing power of music, Music Rx will be making rounds in the hallways of Miller Children's Hospital in Long Beach, California as well as Mattel Children's Hospital UCLA in Los Angeles, California.

CCA's award-winning Music Rx program was first launched in 1995 at two children's hospitals in Portland, Oregon and now operates in 17 pediatric units in 6 regional medical centers. Transforming the sterility and isolation of the hospital environment, Music Rx brings joy through trained music therapists and volunteer musicians who travel with a magical mobile music cart that plays music, videos, and holds hundreds of instruments, docks dozens of iPods and contains its own recording studio.

Music Rx services will debut at Miller Children's Hospital and Mattel Children's Hospital UCLA in July 2009, made possible by support from lead sponsor Health Net and the Starlight Children's Foundation. These hospital locations were selected in response to requests by their medical staff as well as their proximity to CCA's base location in Portland, Oregon, facilitating economical travel for launch, training, support and evaluation.

CCA's model is structured to seed the capital investment, recruiting, training and staffing of Music Rx for 12 months. After that time, the hospital partners have agreed to sustain and adopt Music Rx with the long-term staffing investment and the goal to ensure that every hospitalized child and family benefits from the healing power of music for decades to come.

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Regina Ellis, Founder of CCA spoke about reaching her dream of national expansion, “*We are proud to join hands with our friends at Miller and Mattel to bring the healing power of music to thousands of hospitalized children in California. The staff of both hospitals have been incredible partners throughout this project, and I have no doubt they will change lives through the Music Rx Program.*”

For additional information about the national expansion of CCA’s Music Rx Program, contact Mary Turina at 503-200-5118 or visit www.JoyRx.org.

About CCA: When seriously ill kids and their families need more than medicine, CCA is there with compassion and innovation creating moments of respite and hope, in the hospital and at home. Managed by a professional staff and powered by volunteers, CCA brings soothing music in a time of crisis, friendship in a time of loneliness, resources in a time of turmoil and vital support in the midst of life-threatening illness. CCA brings hope, possibility and a little magic to some of the most difficult days families will ever face.

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