



AERO PRESS, INC.

CONTACT INFORMATION:

Caroline Avakian, Strategic Marketing Director, Cookies for Kids' Cancer

Phone: (646) 342-5633

Email: caroline@beagoodcookie.org

Web: <https://www.cookiesforkidscancer.org/>

Constance Romero, Marketing Coordinator, AeroPress, Inc.

Phone: (650) 493-3050

Email: constance@aeropress.com

Web: <https://aeropress.com/>

RELEASE DATE: For immediate release

COOKIES FOR KIDS' CANCER AND AEROPRESS, INC. ANNOUNCE NEW RESEARCH AWARD

\$100,000 Award Will Fund Groundbreaking Childhood Cancer Research

NEW YORK CITY, NY, June 17th, 2020 – Cookies for Kids' Cancer, a nonprofit dedicated to raising funds for childhood cancer research, has announced a call for proposals for the Innovative Translational Research Award. This new grant of up to \$100,000, fully funded by AeroPress, Inc., will support research into novel, less toxic treatments for childhood cancer. Young investigators from seven world-class children's cancer centers across the United States are invited to apply. Investigators have until August 14th to submit their proposals, and the recipient of the award will be announced in November 2020.

Pediatric cancer is the number one cause of death by disease of children in the United States, and more than 13,000 children are diagnosed with cancer every year. Two out of three of these young patients develop long-term side effects as a result of their treatment, making improved, less toxic cancer treatments for children a critical research priority. "Pediatric cancers, which are cancers only children get, kill more kids in the U.S. than any other disease, a statistic that just astounds me," said Gretchen Witt, co-founder of Cookies for Kids' Cancer. "But what's even harder to believe is the lack of funding directed towards these cancers. To have an innovative company like AeroPress not only recognize the need but step up to the plate to fund a grant specific for new thinking by young investigators is just amazing. My son was fascinated by science and figuring out how things work. He not only would have loved to know the inspiration behind AeroPress but would have cheered them on for their forward thinking by funding a grant specifically for the next generation."

Applications for the award must meet stringent criteria for consideration. They must be submitted by a junior investigator, defined as either a postgraduate student six years out from medical school or less, or an Instructor or Assistant Professor having less than five years in their position. Investigators must be mentored by an Associate Professor or Professor who is nationally recognized in clinical or translational research. Research projects must be novel, innovative, and likely to lead to a future clinical investigation.

Palo Alto, CA-based AeroPress, Inc. is underwriting the Innovative Translational Research Award. Founder and President Alan Adler says funding the award is a natural fit for his groundbreaking company, whose AeroPress designs are a breakthrough in coffee brewing technology. "AeroPress has been innovating since our founding in 1984," says Adler. "We are proud to support this award for essential new research into childhood cancer."

For more information about this award, please visit <https://aeropress.com/cookies-for-kids-cancer-award/>.

About Cookies for Kids' Cancer

Through the concept of local fundraising events and online cookie sales, Cookies for Kids' Cancer has granted \$16 million to date, funding nearly 100 research projects that have resulted in 23 treatments and clinical trials available to children today. The organization inspires individuals, organizations, and businesses to join in the fight against pediatric cancer by raising the funds for new, improved and less toxic treatments. Since Cookies for Kids' Cancer launched in 2008, there have been more than 12,500 events in all 50 states and 17 countries. Grants are peer reviewed by a scientific advisory board of esteemed pediatric cancer oncologists, with funds going directly to the leading pediatric cancer institutions in the country including: Memorial Sloan Kettering Cancer Center, Dana-Farber Cancer Institute, Children's Hospital of Philadelphia, St. Jude Children's Research Hospital, Fred Hutchinson Cancer Research Center, University of California San Francisco, and Texas Children's Cancer Center. In addition, Cookies for Kids' Cancer is the largest single donor to the Children's Oncology Group Phase I Consortium project with a donation twice the amount that the Federal Government allocates per child enrolled. The organization has been profiled in the *Wall Street Journal*, *Today Show*, *Good Morning America*, *NY Daily News*, *Family Circle Magazine* and dozens of other local and national media outlets. In addition, the organization has received several national awards for its work. For more information, please visit www.cookiesforkidscancer.org.

About AeroPress, Inc.

AeroPress, Inc. is the manufacturer of the innovative AeroPress coffee maker and the new AeroPress Go travel coffee press. AeroPress products utilize breakthrough brewing technology to make it easy for anyone to brew rich, delicious coffee.