FOR IMMEDIATE RELEASE

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FIVE LOCAL CANCER ORGANIZATIONS UNITE TO LAUNCH GREATER ROCHESTER CANCER ALLIANCE

New collaborative initiative creates a centralized hub for cancer support services, resources, and programs across the Greater Rochester community.

ROCHESTER, NY – Five leading Rochester-based nonprofit organizations dedicated to supporting individuals and families affected by cancer have come together to launch the **Greater Rochester Cancer Alliance (GRCA)**, a collaborative initiative designed to strengthen access to comprehensive community-based support services throughout the Greater Rochester area.

The Alliance brings together five organizations that have long served the community with programs focused on emotional, social, and practical support for people navigating a cancer diagnosis.

- 13thirty Cancer Connect
- American Cancer Society Hope Lodge
- Camp Good Days
- Cancer Support Community at Gilda's Club Rochester
- C.U.R.E. Childhood Cancer Association

Formed in response to a request from **Wilmot Cancer Institute** for a centralized resource connecting patients and providers with trusted community support services, the Alliance is committed to ensuring individuals facing cancer can easily find the help and resources they need.

Each partner organization maintains its unique mission while sharing a unified commitment to improving the lives of people impacted by cancer. "By coming together we share one commitment to provide comprehensive social, emotional, and practical support across the Greater Rochester region to individuals and families impacted by cancer," said **Amanda Miller, Director of Programs & Support Services at Cancer Support Community at Gilda's Club Rochester**.

Through collaboration, the Alliance will share knowledge, leverage resources, and develop partnerships that expand awareness of the wide range of support services available locally. By aligning their efforts, the partner organizations aim to reduce confusion and ensure that anyone facing cancer knows where to turn for help.

At the heart of the initiative, is a newly launched website that serves as a central hub for cancer support programs in the region: https://bit.ly/rochestercanceralliance

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The website features a centralized calendar of programs offered by each Alliance partner, making it easier for patients and families to discover services that foster social connection, emotional wellness, and resilience. For healthcare providers, the platform offers a reliable gateway to community-based services, strengthening communication between the healthcare system and nonprofit support organizations and ensuring patients are connected to reputable resources.

"The Greater Rochester Cancer Alliance is about removing barriers. It is about clarity instead of confusion. Collaboration instead of competition. And unity instead of fragmentation," said **Lauren Spiker, Founder and Executive Director of 13thirty Cancer Connect**. "When organizations work together, we amplify impact, expand our reach, and strengthen the safety net for every person in our community facing cancer."

Through collaboration and shared commitment, the Alliance aims to increase awareness of available resources, expand access to supportive services, and build a stronger, more connected cancer support network. By bringing together trusted organizations under one collaborative framework, the Greater Rochester Cancer Alliance ensures that anyone navigating a cancer diagnosis in the Rochester region has a clear path to support, connection, and hope—because no one should have to face cancer alone.

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GREATER ROCHESTER CANCER ALLIANCE PARTNERS / CONTACTS

About the Greater Rochester Cancer Alliance (https://bit.ly/rochestercanceralliance)
The Greater Rochester Cancer Alliance is a collaboration of Rochester-based nonprofit organizations dedicated to supporting individuals and families impacted by cancer. Through shared resources, coordinated outreach, and innovative partnerships, the Alliance works to raise awareness of community-based cancer support services and make it easier for patients, families, and healthcare providers to access trusted programs and information.

About 13thirty Cancer Connect:
13thirty Cancer Connect was established in 2001 after the death of the founder's 19-year-old daughter, Melissa. Started as a grass-roots effort, 13thirty Cancer Connect is now an internationally known and respected leader in adolescent and young adult (AYA) cancer supportive care. With Centers in Rochester and Syracuse, the organization serves AYAs with cancer, ages 13-39, through a comprehensive continuum of age-appropriate resources and support. Executive Director, Lauren Spiker, and 13thirty members will be available for interviews. Visit us online at www.13thirty.org

- Contact: Caroline Miller, Communications Director, 585-520-6392, caroline@13thirty.org

About American Cancer Society:
The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer. Visit us online at www.cancer.org

- Contact: Kim McMahon, General Manager, Hope Lodge, 585-224-4900

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About Camp Good Days & Special Times

Camp Good Days and Special Times is a 501(c)3 not-for-profit organization dedicated to improving the lives of children, families, and adults who have been impacted by cancer or sickle cell anemia through residential summer camping programs on Keuka Lake, as well as year-round recreational and support programming. Camp Good Days was founded in 1979 by Gary Mervis to provide a residential camping program for his daughter, Teddi Mervis, and other children with cancer from Upstate New York. Since its inception, Camp Good Days has created more than 56,000 good days and special times for campers from 22 states and 36 foreign countries. All programs and services are provided free of charge to the participants. This is only possible through the generous donations of so many individuals and companies, and the success of special fundraising events. To learn more about Camp Good Days, please call 585-624-5555 or visit www.CampGoodDays.org.

- Contact: Alicia Sommer, WNY Regional Director | Family & Programs Director, 716-206-0709, asommer@campgooddays.org

About Cancer Support Community at Gilda's Club Rochester

Cancer Support Community at Gilda's Club Rochester provides free non-medical, educational, social, emotional, and mental health support programs for anyone diagnosed with or living with cancer, as well as family members and caregivers. The nonprofit has been serving the greater Rochester community since 1959, assisting over 4,000 people annually and providing more than 1,000 free programs annually for adults, teens, and children impacted by cancer. Cancer Support Community at Gilda's Club Rochester is an affiliate of a global nonprofit network of 175 Cancer Support Community and Gilda's Club locations. Visit us online at www.cscrochester.org

- Contact: Amanda Miller, Director of Programs & Support Services, 585-423-9700 x304, amiller@cscrochester.org

About C.U.R.E. Childhood Cancer Association:

C.U.R.E. Childhood Cancer Association was founded in 1976 by Families whose children were diagnosed with childhood cancer. C.U.R.E. provides emotional, educational and financial assistance to area families whose children are being treated at Golisano Children's Hospital or who are local to the area and being treated elsewhere. For 50 years, C.U.R.E. has been helping to ease the emotional pain associated with childhood cancer or chronic blood disorder every day during every stage of their battle. For more information about C.U.R.E. **Visit us on the web at www.curekidscancer.com**.

- Contact: Holly Dutcher, Executive Director, 585-473-0180 (office), holly.dutcher@curekidscancer.org