



For immediate release

## **2 KIDS for KIDS**

SOUTHBOROUGH, MA October 13, 2014 Booth number 65 at Southborough's Annual Heritage Day was quite a busy booth this year. It attracted record crowds. What was the buzz? CARDS-FOR- KIDS. Hundreds of handmade greeting cards were made for kids with cancer. "The booth was busy all day and the generosity was incredible. Thank you to everyone who came and made a card or donation" explained Jennifer Franks. We collected over 350 cards and our campaign still continues."

Matthew and Jennifer Franks are national HOBY Ambassadors representing Algonquin Regional High School. As part of their service commitment, these twin juniors created this event to generate more awareness for St Jude Children's Hospital. "From our own experience, we know that the cards make a big difference to young patients at home or in a hospital. There isn't a lot we can do for these kids, but our cards will put a smile on their face and also create greater awareness for the hospital. " Matt mentioned as he counted incoming cards and handed out prizes for each submission.

Not only was this activity fun and heartfelt, but it raised a lot of awareness and will raise the spirits of hundreds of kids at St. Jude Children's Hospital. The goal of the Card-A-Thon is to collect at least 500 cards to send to St. St Jude Children's Hospital. In addition to their booth, the HOBY Ambassadors invited art teachers from the area to participate by asking students can take a few minutes to make a card as well. The cards are coming in and Matt and Jennifer plan to visit schools to thank the teachers and students in person.

At the close of Southborough's Heritage Day, Matthew and Jennifer Franks were so excited about the community's response that they decided to see how many cards they can collect and extended the "Card -A-thon until November 15.

How can you make a difference? Create a handmade card and send it in. The cards must have an inspirational message such as; Way to go! You are great! Smile! Please see samples below:



Cards can be mailed to: PO BOX 413 in Marlborough, MA 01752 by November 15. Donations are being accepted for St. Jude Children's Hospital and also for MA HOBY. All donations will send directly to both not for profit organizations. Matthew and Jenifer plan to build upon this success and continue their service commitment to St. Jude Children's Hospital, the HOBY Youth Leadership organization and the community.

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For Press only: Thank you for your consideration in advance. If you have any questions or comments, we can be contacted at [cafranks@verizon.net](mailto:cafranks@verizon.net).



A little of our time makes a world of difference.



EMPOWER • LEAD • EXCEL (Hugh O'Brien Youth Leadership Organization)

HOBY's mission is to introduce, inspire and develop students and professionals to a life dedicated to excellence, leadership, service and innovation. HOBY programs are conducted annually and globally. HOBY programs provide high school sophomores selected by their schools, with an opportunity to participate in leadership training, service and motivation-building experiences.

HOBY has inspired young people to make a difference and become catalysts for positive change in their home, school, workplace, and community. As America's foremost youth leadership organization, HOBY has a long and successful history of motivating these select few student ambassadors to become outstanding leaders globally. Many HOBY Ambassadors have gone on to become some of the most influential and charitable leaders. More than 4,000 committed HOBY Ambassadors plan and execute volunteer programs each year.

1 to 3 sophomores in a participating high school are nominated to HOBY by their community and teachers for excellence in academics and service. Once nominated, selected sophomores are invited to participate in an extensive leadership program. Upon completion, the new ambassadors pay it forward to the community and work within in their schools to develop the next generation of nominees.



St. Jude Children's  
Research Hospital

ALISAC - Danny Thomas, Founder

St. Jude Children's Research Hospital

\*St. Jude Children's Research Hospital is internationally recognized for its pioneering research and treatment of children with cancer and other catastrophic diseases. Ranked one of the best pediatric cancer hospitals in the country, St. Jude is the first and only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay. <http://www.stjude.org>.