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### **PHILADELPHIA PHONATHON RAISES OVER \$25,000 FOR AREA FAMILIES WITH CANCER**

BLUE BELL, PA- In two nights, local non-profit, Crossing the Finish Line (CFL), raised over \$25,000 for families struggling with cancer. At their second annual Phonathon, CFL partnered with volunteers from PricewaterhouseCoopers (PwC) in an effort to raise funds which will directly support respite travel excursions for two families in the tri-state area.

Founded in 1999, CFL is dedicated to helping families and their loved ones confront cancer hardships through weeklong all-expense-paid excursions. Serving young adults, ages 24-50, living in Pennsylvania, New Jersey, and Delaware, CFL sends patients and their families to the CFL respite home near Orlando, Florida, and to select destinations in California and along the East Coast. Upon the patients' return from their retreat, CFL continues to provide ancillary support to patients and their families as their battle with cancer persists.

At this year's Phonathon, hosted by PwC's Philadelphia office on June 10<sup>th</sup> and 11<sup>th</sup>, CFL raised \$10,414 directly through phone calls. PwC, the world's largest professional services firm, contributed approximately 30 volunteers, who made over 1,000 calls to current CFL donors. In addition, six PwC partners contributed matching gift funds that totaled \$10,300. The Phonathon has become an annual event for CFL and PwC; the purpose of this year's event was to increase support and collect donations for two local families scheduled to travel to Florida this summer.

Along with matching gift donations, including a \$5,000 Incentive Grant on behalf of the Leo Niessen Jr., Charitable Trust, the final amount raised totaled \$25,714. Similar grants are awarded to organizations by the Leo Niessen Jr., Charitable Foundation to benefit health care, inner-city youth, working women in need, and educational needs.

Marci Bossow Schankweiler founded Crossing the Finish Line in memory of her husband, Peter R. Bossow, Jr., whose fifteen-month battle with cancer ended on September 1, 1999. Since its inception, CFL has proudly served over 750 patients and their families. For more information on CFL, visit <http://www.crossingthefinishline.org>. A US- based 501 (c)(3) organization, Crossing the Finish Line is funded entirely by charitable donations.

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