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## CAN A BANDAGE CURE CANCER? YOURS CAN!

**New York, November 2012** – Bandages are known for bringing comfort, healing and smiles to children with cuts and scrapes. Now, thanks to a new program being launched by Ouchies Bandages, bandages may also bring something much more to the many children affected by pediatric cancer – through a new contest designed to raise money for three national pediatric cancer organizations.

As part of its “Ouchies for Others” program, Ouchies Bandages has just announced a new Bandage Art contest to help raise money in the fight against pediatric cancer. The contest gives kids the chance to design their own Ouchies bandages and tell their own story about the fight against pediatric cancer or anything else uplifting - with the chance to have their designs featured in the new “Ouchies for Others” bandages and tin to be released in 2013.

The “Ouchies for Others” Bandage Art Contest is open to kids 18 and younger. To participate in the contest, a design template and further instructions for submitting entries can be found at [www.ouchiesonline.com/bandage-art-contest](http://www.ouchiesonline.com/bandage-art-contest)

. All entries will be displayed on Ouchies’ Facebook page, where fans will vote for their favorite entries by “liking” the bandage designs. 10 finalists will be chosen, and five winners will have their designs featured on the new “Ouchies for Others” bandages and tin, which will be released in 2013. The deadline for entries is January 25

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## Ouchies Announces a Design-Your-Own Bandage Contest To Help in the Fight against Pediatric Cancer

Written by Lindsay Doyle

Tuesday, 27 November 2012 12:39

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Through the “Ouchies for Others” program, Ouchies gives 100% of profits to varied not-for-profit organizations – with all profits from the sale of these new bandages going to three national pediatric cancer organizations. Earlier this year, Ouchies launched its first “Ouchies for Others” program designed to help combat bullying.

“This line of bandages is all about inspiring kids to help other kids and what better of a way than to let kids design the bandages themselves?” says Ian Madover, President of Ouchies. “What makes it all even better is that 100% of the profits from the sale of these bandages will benefit such important organizations in the fight against pediatric cancer, with this program raising money for the Childhood Leukemia Foundation, Cookies for Kids' Cancer, and the American Childhood Cancer Organization®.”

According to the National Cancer Institute, on average, 1 to 2 children out of every 10,000 in the United States develop cancer each year. What's really special about the Ouchies Bandage Art Contest is that everyone wins in the fight against Pediatric Cancer – with children having the opportunity to help others while participating in this unique contest, and money being raised for such an important cause.

“The contest is designed to raise awareness about this disease and to raise the money to help find a cure,” says Jennifer Saporta, Director of Sales & Marketing at Ouchies. “If the Bandage Art Contest can put a smile on one face or allow a kid to tell his/her story through a bandage design, Ouchies has made a difference.”

The Childhood Leukemia Foundation, Cookies for Kids' Cancer, and the American Childhood Cancer Organization® will be promoting the contest on their web sites. According to Kim Wetmore, Director at the Childhood Leukemia Foundation, “Last year more than 12,000 children were diagnosed with pediatric cancer. Childhood Leukemia Foundation (CLF) is dedicated to making a difference in lives of these children. CLF is honored to partner with Ouchies Bandages to work together raising awareness and bringing smiles to many little faces.”

Ouchies asks, “Can a Bandage Help to Cure Cancer?” and answers emphatically, “Yours can!”

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*For more information on Ouchies for Others and the Bandage Art Contest, visit*

[www.ouchiesonline.com](http://www.ouchiesonline.com) .