



Founder of Striving For More honored as Tar Heel of the Week

Diane Moore leads organization that helps children struggling with cancer

RALEIGH, N.C. – Diane Moore, Founder and Executive Director of Striving for More, was named ‘Tar Heel of the Week’ by the *News & Observer* for her personal and non-profit work guiding families of children with cancer. Striving for More, which Moore founded in 2009, is a Triangle-based nonprofit dedicated to ensuring that children with cancer and their families receive quality emotional and spiritual support.

Diane Moore's passion for helping families is personal, as she lost her young daughter to Osteosarcoma in 2008. During her family's tragic experience, Moore noticed that while her daughter's medical care was excellent, there was an alarming lack of emotional and spiritual support available in hospitals for children with cancer. She founded Striving for More with a mission of creating a community where all children and their families receive the critical support services they need.

Under Moore's direction, Striving for More implements programs that benefit children and families treated at both UNC Children's Hospital and Duke Children's Hospital. Programs accomplished to-date include patient support groups, book donations, the [Beads of Courage program](#), procedure room art mural, medical play dolls and additional resources for parents.

“It is an honor to be named Tar Heel of the Week by the News & Observer,” said Moore. “Most importantly, this recognition has brought more much-needed attention to childhood cancer, which unfortunately affects the lives of too many people in the Triangle. There are many ways our community can get involved to help make sure sick children and their families get the emotional support they need.”

About Striving for More

Striving for More is a Triangle-based nonprofit organization dedicated to ensuring that children with cancer and their families receive quality emotional and spiritual support. The organization was founded by Diane Moore in 2009 after her nine-year-old daughter, Colleen, lost her battle with cancer. During her daughter's illness, Diane found that emotional and spiritual support services for children with cancer are under-funded, particularly when hospitals are competing for limited resources. Striving for More is dedicated to encouraging and funding quality psychosocial services, so that every child with cancer receives the critical support they need. For more information, please visit www.striving4more.org or <http://www.facebook.com/strivingformore>.

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