



**Striving for More Contact:**

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**Striving For More Announces Formation of Board of Directors**

*Non-profit helping children struggling with cancer also launches new website*

**RALEIGH, N.C. (February 10, 2010)** – Striving for More, a nonprofit organization dedicated to ensuring that children with cancer and their families receive quality emotional and spiritual support, today announced the formation of its Board of Directors, beginning with the recent appointment of four board members. The organization also announced the launch of a brand new website.

Each board member is an influential community leader committed to addressing and solving the problem of the lack of psychological and emotional support available in hospitals for children with cancer. Striving for More board members are:

- **Daniel S. Wechsler, MD, PhD** is Chief of Pediatric Hematology-Oncology at Duke University Medical Center. In addition to taking care of children with cancer and blood disorders, he is involved in basic science research into the mechanisms of how leukemia arises. He has served on National Institute of Health Review Panels, as well as committees of the American Society of Pediatric Hematology-Oncology. Dr. Wechsler received his undergraduate and medical degrees from Harvard University and McGill University respectively, and completed his training in both Pediatrics and Pediatric Hematology-Oncology at the Johns Hopkins Hospital in Baltimore, M.D. He was Associate Professor of Pediatrics and Director of the Pediatric Hematology-Oncology Fellowship Program at the University of Michigan prior to moving to Duke in 2006.
- **Andrew Kennedy, MD, FACRO** is co-medical director of Wake Radiology Oncology, a freestanding, private practice radiation oncology treatment center in Cary, N.C. He has first-hand experience in the challenging area of pediatric cancer care, and was a founding board member of the region's successful Pretty in Pink charity helping patients with breast cancer. His specialty training in radiation oncology, including treating cancers in children, was completed at UNC School of Medicine, Chapel Hill. He was Associate Professor of radiation oncology and Residency Program Director at the University of Maryland School of Medicine in Baltimore prior to taking his current position in Cary.
- **Tom Stevens, MSW**, is a professional speaker, executive coach, master facilitator, and founder of Think Leadership Ideas, a Triangle based leadership consulting firm. His leadership articles have appeared in *Business Leader* and *Women's Edge* magazines, and he is the creator of the '7 Ideas Coach' podcast series on Apple iTunes. Previously, Tom served 12 years as the Executive Director of Family Counseling Service of Durham, and has been engaged in many community and philanthropic activities including serving as President of the Durham Council for the Prevention of Child Abuse and of Leadership Triangle. Tom was recently re-elected to a third term as Mayor of Hillsborough, N.C.
- **Deborah Harrell Meehan**, a commercial real estate broker, founded a not-for-profit Women's Networking group in 2003, the Wild, Wacky, Wonderful Women of the World (W5) -- networking powerful women everywhere -- and she continues to lead this amazing group of women now numbering over 750

members. Additionally, Deborah serves the community in many ways, including as the former President of the Board of Directors for the Women's Center of Wake County and current member of its Advisory Board; the fundraising chair on the Board of the Diabetes Management Solutions (DMS); a member of the North Carolina Medical Society Alliance; and as an assistant organizer of the Triangle Wellness for Warriors raising funds for the USO-NC.

Additionally, Striving for More announced the launch of a brand new website. The new website -- [www.striving4more.org](http://www.striving4more.org) -- is designed to clearly state the mission, vision and inspiration behind Striving for More and demonstrate how the organization is committed to ensuring that every child with cancer receives the critical support they need.

One of the site's highlights is the community resources section, where families dealing with childhood cancer can easily access information, references and organizations that may be helpful in reducing their stress. Additionally, the new site provides easy access to current information regarding how individuals and corporations can get involved, from volunteering to hosting their own fundraisers, or making a donation. The website was designed by Raleigh-based creative director Adam Cohen and art director Jonathan Wisely, and programmed by New Media Campaigns of Carrboro, N.C.

### **About Striving for More**

*Striving for More is dedicated to ensuring that children with cancer and their families receive quality emotional and spiritual support. The Triangle-based nonprofit organization was founded by Diane Moore in 2008 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 underfunded, 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](http://www.striving4more.org).*

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