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**GILDA'S CLUB EXPANDS CANCER SUPPORT PROGRAM WITH
KID SUPPORT™ GOES TO JCC RAINBOW DAY CAMP"**

MILWAUKEE, Wisconsin (April 26, 2011) – Officials at Gilda's Club Southeastern Wisconsin, Inc. announced today the expansion of Kid Support™, part of the organization's free cancer support program, to include a week-long day camp scheduled to take place June 27 – July 1st at the Jewish Community Center's Rainbow Day Camp in Fredonia, Wisconsin.

Kid Support™ is a free support group for children ages five to 12 years old that have a parent, sibling or other family member or friend in cancer treatment. The goal of the Kid Support™ curriculum is to teach coping skills, reduce stress and strengthen family bonds. The addition of a day camp experience will give children the opportunity to make friends and learn skills in a new setting. The Kid Support™ group is currently held at Froedtert Clinical Cancer Center, with a new session scheduled to begin May 11th.

At JCC Rainbow Day Camp, children enrolled in Kid Support™ will spend five days at a picturesque camp offering swimming, nature expeditions, arts and crafts, and a myriad of other activities that will enhance the outdoor experience. This camp outing will give children the chance to relax, have lots of fun, and socialize with other kids dealing with similar situations. Kid Support™ goes to JCC Rainbow Day Camp is part of the community-based program of cancer support now offered by Gilda's Club in partnership with community organizations throughout Greater Milwaukee.

The one-week Rainbow Day Camp experience will include registration fees, bus transportation, camp T-shirt and lunch, all free of charge to those enrolled in Gilda's Club. Kid Support™ goes to Rainbow Day Camp is sponsored by Brown Deer businessman, Stanley Kass. To learn more about the Gilda's Club cancer support program, call Justine Lucore at 414.962.8201, ext. 102, or visit www.gildasclubsewi.org. Deadline for camp registration is June 20.

The mission of Gilda's Club Southeastern Wisconsin, Inc. is to ensure that all people impacted by cancer in Greater Milwaukee are empowered by knowledge, strengthened by action and sustained by community. Gilda's Club Southeastern Wisconsin, Inc. is an affiliate of the **Cancer Support Community**, an organization leading the charge to define and implement a new standard of cancer care for all people affected by cancer. The organization provides psychological and social support through a network of more than 50 affiliate centers and more than 100 satellite locations, in addition to online support services. As part of the Cancer Support Community, Gilda's Club Southeastern Wisconsin, Inc. will continue to make a difference in the lives of millions who are touched by cancer and ensure that no one has to face cancer alone.