



**6<sup>TH</sup> ANNUAL CUPCAKES FOR A CAUSE™ WEEK  
SUPPORTS KIDS AFFECTED BY CANCER**

**Sweetie Pies Bakery finds a way to make life a little sweeter  
for children and families affected by cancer**

**Napa, CA**—From September 21 - 27, 2009, **Sweetie Pies Bakery** and other leading bakeries across the country will team up with national nonprofit organization, **CancerCare®** for the sixth annual Cupcakes for a Cause™, supporting children affected by a cancer diagnosis. September is Childhood Cancer Awareness Month.

**Sweetie Pies** will be one of over 200 participating bakeries in the week-long event selling specially decorated cupcakes and donating a portion of the proceeds from their sale to **CancerCare for Kids®**, a program that provides free, professional support services to children affected by cancer.

“We are thrilled to be part of Cupcakes for a Cause this year and urge everyone in **the Napa & Sonoma valleys** to visit us during Cupcakes for a Cause Week,” said **Toni Chiappetta of Sweetie Pies Bakery**.

Cupcakes sold through the Cupcakes for a Cause campaign bear a candy version of the smiley-face icon of the **CancerCare for Kids** program. To encourage participation, **Sweetie Pies** will be giving out generously donated 1-800-FLOWERS.COM® \$20 gift cards to the first 100 customers to buy a cupcake during Cupcakes Week. Last year’s event raised more than \$120,000 for **CancerCare for Kids**.

“Cupcakes for a Cause is a great way to have a sweet treat while helping children affected by this devastating illness,” said Diane Blum, executive director of **CancerCare**. “Children diagnosed with cancer, and those who have a parent or sibling with cancer, face very difficult emotional questions and concerns that most kids their age don’t have. Our oncology-trained social workers help children understand cancer, talk about their feelings and become less afraid.”

A complete list of bakeries participating in the week-long event in **Northern CA.** area and nationwide can be found at [www.cupcakesforacause.org](http://www.cupcakesforacause.org). And starting September 1, parents and kids visiting the website can help raise awareness and additional funds for the program by decorating their own virtual e-Cupcake and sending it to a friend. For the each of the first 5,000 e-Cupcakes sent, corporate sponsor 1-800-FLOWERS.COM® will donate \$1 to the program.

Additionally, families, community groups and businesses can support the program in a homemade way by hosting their own bake sale and donating the proceeds. People interested in hosting a bake sale can visit [www.cupcakesforacause.org](http://www.cupcakesforacause.org) to download a Bake Sale Toolkit, sponsored by Reynolds® Baking Cups. The website and Toolkit also feature a special red velvet cupcake recipe from Matt Lewis, renowned baker, author, and owner of Baked in Brooklyn, NY and Charleston, SC.

For more information about CancerCare for Kids™, which provides free professional support services - age-appropriate counseling, financial assistance, education and practical support – to children affected by a cancer diagnosis, whether their own or that of a loved one, visit [www.cancercare.org/get\\_help/special\\_progs/cc\\_for\\_kids.php](http://www.cancercare.org/get_help/special_progs/cc_for_kids.php).

#### **About CancerCare and CancerCare for Kids**

CancerCare is a national non-profit organization founded in 1944 that provides free professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. Children and teens affected by cancer have special needs and concerns. CancerCare for Kids offers practical support, education and advice to parents, and counseling to children and teens to help them understand cancer. All services are provided by professional oncology social workers and are completely free of charge. For more information, call 1-800-813-HOPE (4673) or visit [www.cancercare.org](http://www.cancercare.org).