



FOR IMMEDIATE RELEASE

## ***The Oogieloves in The BIG Balloon Adventure* Producers Give \$100,000 to PADRES Contra El Cáncer (Parents Against Cancer)**

Los Angeles – The upcoming interactive family film *The Oogieloves in the BIG Balloon Adventure*, hopes to leave kids in the Southland with more than a song and smile after the credits roll; the film will donate \$100,000 to Los Angeles-based PADRES Contra El Cáncer (Parents Against Cancer), an organization committed to improving the quality of life of children with cancer and their families. This contribution will help support PADRES Contra El Cáncer’s health educational fair and other education programs throughout the year.

The G-rated family musical film, in theaters nationwide Oogust 29<sup>th</sup> 2012, is a unique, interactive experience for audience-goers. It allows children to be children, encouraging them to sing and dance with their new onscreen friends, helping “move” the adventure along through their activity. The fun and fantastic adventure follows the *Oogieloves* - Goobie, Zoozie and Toofie - as they set out to find five magical golden balloons in time for their good friend Schluufy’s surprise birthday party.

Approximately 13,500 children and adolescents are diagnosed with cancer each year in the United States and the average age of diagnosis is 6 years of age. PADRES Contra El Cáncer began its mission more than 27 years ago to support the needs of the Latino pediatric cancer community who have a higher risk of medical problems due to a series of complex factors, including language barriers, socio-economic challenges and limited access to community programs. Through culturally relevant and linguistically-appropriate programs, PADRES Contra El Cáncer bridges these gaps to promote a comprehensive understanding of childhood cancer and other blood disorders, as well as effective methods for treatment. PADRES Contra El Cáncer’s educational, economic and quality of life programs and services support families of all ethnic and economic backgrounds with cancer and blood diseases and is the only organization of its kind in the United States.

“We created *The Oogieloves* to serve the youngest of moviegoers on the screen with a safe, fun and funny alternative. While we recognize that we can do great things on-screen, we also want to reach out to the youngest of children off the screen,” said Kenn Viselman, the film’s producer. “Because we recognize that minority children are often the ones who are the most underserved, we looked to partner with a group who is making great efforts to serve the youngest of children and their families. We found such a group in the wonderful work that PADRES Contra El Cáncer has been doing to serve their community. PADRES not only works with children who have cancer but with their entire family unit and we really responded to their mission and are thrilled to be able to help.”

“We are extremely grateful for the generous support from Kenn Visleman and the team at *Oogieloves* for their commitment to the pediatric cancer community,” said Elvia Barboa, PADRES CEO.

“Understanding cancer, cancer therapies, and survivorship care is crucial for families to help manage their child’s treatment process as well as help them prepare for healthy living after cancer. The funds provided by *Oogieloves* will help support PADRES educational programs serving families across the country.”

## **THE OOGIELOVES**

*The Oogieloves in the Big Balloon Adventure*, rated G and in theaters nationwide Aug. 29, is the first of its kind, interactive movie experience for young children and their families. It is a family musical that allows children to be children, encouraging them to sing and dance with their friends on screen and to help “move” the adventure along. From the opening title sequence until the final song and dance number, children are invited to take part in this fun and fantastic Oogielove adventure. The film follows the Oogieloves - Goobie, Zoozie and Toofie - as they set out to find five magical golden balloons in time for their good friend Schluufy’s surprise birthday party. To learn more, visit [www.oogieloves.com](http://www.oogieloves.com).

- **Facebook:** <http://www.facebook.com/TheOogieloves>
- **Twitter:** <http://twitter.com/theoogieloves>

## **About PADRES Contra El Cáncer:**

PADRES Contra El Cáncer (PADRES) is an organization committed to improving the quality of life for Latino children with cancer and their families. PADRES programs, activities and services, while primarily oriented to the Latino community, serve childhood cancer patients from ALL races and ethnic origins. No family is turned away. Celebrating 27 of years of service, PADRES brings together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders as well as effective methods for treatment. Please join our National Spokesperson Eva Longoria in the fight against childhood cancer.

To learn more about PADRES, visit [www.IAmHOPE.org](http://www.IAmHOPE.org).

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