

Pediatric Cancer Research Foundation to Host 2026 Reaching for the Cure Walk-Run Event, with Goal to Raise \$900,000 for Research and Care

Annual Event Expected to Attract Over 5,000 Participants in Support of Cutting-Edge Pediatric Cancer Research

IRVINE, Calif., March 12, 2026 – The Pediatric Cancer Research Foundation (“PCRF”), a 501(c)(3) nonprofit organization focused on transforming pediatric cancer care by accelerating research breakthroughs, today announced it will host its annual Reaching for the Cure Walk-Run event, presented by Northwestern Mutual Los Angeles, on March 22, 2026, in Irvine. The event is expected to attract more than 5,000 participants and aims to raise \$900 thousand to support pediatric cancer research and care.

Pediatric cancer remains the leading cause of death by disease for children under age 20 in the U.S. Despite this, childhood cancers receive only 4 percent of overall federal cancer research funding, leaving families reliant on philanthropic support to drive progress toward safer and more effective treatments.

“Reaching for the Cure began in 1998 with a clear objective: to fund research that gives children access to more effective and less toxic treatment options,” said Danielle Fragalla, CEO, Pediatric Cancer Research Foundation. “Nearly three decades later, the need is even more urgent. Federal funding alone is not enough to drive the breakthroughs children deserve. Events like this allow us to invest in innovative research at leading institutions, support the next generation of pediatric oncology professionals and strengthen survivorship and mental health resources so children and their families have the care and support they need long after treatment ends. We invite our community to join us on March 22 and help ensure every child facing cancer, and every family walking beside them, has access to better treatments and a stronger future.”

Participants may register for a 10K run, 5K run, 1K kids fun run or a free 5K walk. The event will conclude with a post-race community festival featuring family activities, health and wellness vendors and local partners. Registration and donation information is available at <https://charity.pledgeit.org/PCRF-RFTC>.

About Pediatric Cancer Research Foundation

Determined to transform pediatric cancer care by accelerating research breakthroughs, the Pediatric Cancer Research Foundation has one goal: to make it possible for all children facing childhood cancers to beat their disease and realize their full potential. Overseen by scientific thought leaders, its rigorous and competitive process for awarding research grants has contributed to pivotal advancements in the areas of non-Hodgkin lymphoma, immunotherapy/CAR T cells, osteosarcoma, juvenile myelomonocytic leukemia and acute myeloid leukemia. The Pediatric Cancer Research Foundation is a GuideStar Platinum-rated charity. For more information, please visit www.PCRF-kids.org or follow us on Instagram @PCRF_KIDS.

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