



## **Heroes for Children Partners with TrizCom PR As Agency of Record Unique Texas Non-profit Provides Assistance to Families Battling Childhood Cancer**

DALLAS (May 12, 2015) — [Heroes for Children](#), headquartered in Dallas with an office in Houston and a presence in Austin, has partnered with Dallas-based TrizCom Public Relations as its agency of record.

Larissa Linton, co-founder and executive director of Heroes for Children, says, "This is a very exciting time for Heroes for Children. We just celebrated our 10-year anniversary in 2014, and we are looking forward to celebrating many more years with the talented team of TrizCom PR by our side. With their help, we will continue to grow the mission and awareness of Heroes for Children."

Heroes for Children provides financial and social assistance to families battling childhood cancer from across the state of Texas. Financial services include paying: rent and mortgages, transportation costs to and from treatment, costs of hospital visits and, in some cases, even funeral expenses. In addition, laptops are purchased for older children and teens to keep them entertained and in contact with the outside world during isolation periods.

While undergoing a childhood cancer diagnosis, holidays like Valentine's Day and Christmas can easily slip off the radar. Heroes for Children's social assistance programs help provide moments of normalcy and respite to the entire family – programs like the Valentine's Day candlelight dinner, which offers parents a special date night to celebrate the holiday while their children are under the close care of trained childcare professionals in the room next door. Additionally, Holiday Heroes ensures the holiday wishes of families battling childhood cancer are fulfilled. Families selected by social workers at each of the major hospitals across the state that partner with Heroes for Children are adopted by community members, organization supporters and businesses – who shop, wrap and donate gifts for the entire family.

Since its inception, Heroes for Children has provided more than 4,200 families with over \$5 million dollars in assistance. Funding for the organization stems from generous donors, community partnerships and participants of the annual fundraising events including:

- Heroes and Handbags – luxury handbag auction and luncheon, hosted each spring in Dallas and Houston
- Golf tournament hosted every spring or summer in the Dallas area

- Heart of Gold 5K and Fun Run hosted in the Dallas area each September in honor of National Childhood Cancer Awareness Month
- Hold'em for Heroes poker tournament hosted each fall in Austin, Dallas, and Houston

"We are beyond excited to partner with Heroes for Children. They are unlike any other non-profit in the state of Texas, because they are the only organization of its kind to provide direct assistance to families battling childhood cancer," says Jo Trizila, president of TrizCom PR. "As a parent myself, I can't imagine my child with this horrific disease. Heroes for Children assures that no family with a child battling cancer will ever fight alone. This is an awesome organization that changes lives."

TrizCom PR supports Heroes for Children in a number of ways – donating dollars, time and talent to the organization. TrizCom founder Jo Trizila currently serves on the board of directors and has previously served on the advisory board. Additionally, all young professionals within the TrizCom office are members of Generation Heroes, the young professional branch of Heroes for Children. All of TrizCom PR's fees are being donated.

### **About Heroes for Children**

Heroes for Children is a unique non-profit organization that provides social and financial assistance to families battling childhood cancer. Since 2005, Heroes for Children has helped alleviate families' worries, giving them comfort and a brief respite from the everyday challenges of fighting cancer and care giving. Since its inception, more than \$5 million has been given to 4,200 families in need. To learn more about Heroes for Children, please visit <http://www.heroesforchildren.org>.

### **About TrizCom Public Relations**

TrizCom PR is a multi-talented, high-caliber public relations company. Located in Dallas, with footprints across the United States, TrizCom serves clients in a wide variety of industries and specialties. For more information, visit [www.TrizCom.com](http://www.TrizCom.com).

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