



Campfire Circle Marks Childhood Cancer Awareness Month with Inspiring Stories of Camper Resilience and Strength

Throughout September, Campfire Circle is spotlighting children with cancer and their families to raise awareness and support.

Toronto, Sept 4, 2024: This Childhood Cancer Awareness Month, Campfire Circle (formerly Camp Ooch & Camp Trillium) is raising awareness by highlighting the extraordinary strength and resilience of kids with cancer and their families.

Every year in Canada, approximately 1,500 children receive a cancer diagnosis, and there are approximately 10,000 children living with cancer across the country. Children and youth who experience a diagnosis of cancer often face lifelong physical and mental limitations such as anxiety, depression, and trauma-related disorders.

One camper parent shared the profound impact of Campfire Circle: “We send our child to camp because it’s a good experience for them. Our child has global developmental delay and medical challenges. This is the only summer experience he can participate in, as the camp has all the supports required to help him.”

Stories of Hope & Healing

Asher was diagnosed with Langerhans cell histiocytosis (LCH) when he was just a baby and had 764 treatments over three years. “Asher lives with this ongoing fear that his cancer will come back,” says his dad, Kevin. “He doesn’t have anybody on the same level that he could speak to about it.” At Campfire Circle, 11-year-old Asher found a place where he belongs—a place to fish, make friends, and simply be a kid again.

While survival rates are improving, Campfire Circle is also there for families who have lost a child. One parent shared, “We cannot describe the impact camp has had on our family’s healing during treatment and in bereavement. Camp was the only place our child could go to with confidence after losing his sibling to cancer. Camp gave him his own life back after cancer took his brother's away.”

A Lifeline for Families Across Ontario

Through free, medically supported programs in Ontario's leading paediatric hospitals, in communities across the province, and at our two overnight camps in Muskoka and Waterford, Campfire Circle delivers healing through happiness by providing year-round camp-inspired experiences for thousands of kids with cancer or serious illness and their families. All our programs are accessible to children on active treatment or requiring complex medical care so that no child misses their childhood. Our Muskoka site is the only camp in Canada equipped with IV chemotherapy and blood transfusions so even kids undergoing active treatment can attend.

During Childhood Cancer Awareness Month, we invite you to hear more stories of empowerment and resiliency. ***We would be happy to connect you with one of our camper families for an interview.*** You can also follow our stories on @campfirecircleorg on Instagram, Facebook, YouTube and LinkedIn, and @campfirecircle_ on Twitter/X.

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About Campfire Circle:

Since 1983, Campfire Circle has provided healing through happiness by providing camp-inspired programs to kids affected by childhood cancer or serious illness and their families. Programs are delivered in hospitals across Ontario, at community events and at overnight camps. At no cost to families, these programs help improve overall well-being, build self-confidence and resiliency, and provide much-needed connection with others who share a similar journey. For more information, visit: www.campfirecircle.org. Follow @campfirecircleorg on Instagram, Facebook, YouTube and LinkedIn, and @campfirecircle_ on Twitter/X.

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