



**UNITING
COLLEGIATE
STUDENT-
ATHLETES
TO MAKE
A DIFFERENCE
FOR THOSE IN
THE FIGHT**





WHAT IS ATTACK CANCER?

The HEADstrong Foundation is proud to present **Attack Cancer**, a fundraising campaign led by student-athletes pledging their performance to support patients in their fight against cancer and provide accessibility to care.

No matter what sport they play or what level they play at, Attack Cancer gives student-athletes the opportunity to make a difference by using their platform and doing what they love.

WHO WAS **NICK COLLELUORI**?



Nick Colleluori was a Hofstra University Men's Lacrosse player. In April 2005, towards the end of his freshman season, Nick had difficulty hearing play calls and his family's cheers during a game against Delaware. He was evaluated by an Ear, Nose and Throat Doctor who removed inflamed adenoids and biopsies revealed Nicholas was diagnosed with Diffuse Large B-Cell non-Hodgkin's Lymphoma, a blood cancer affecting the lymphatic system. Nick shared the news with his team, withdrew from Hofstra and returned home with his family to be treated at The Hospital of The University of Pennsylvania. Though the initial diagnosis was positive, doctors later told the Colleluori's that Nick should have lived for only three months due to aggressiveness of the cancer. But true to Nick's relentless attitude, he endured a 14-month battle with cancer, undergoing chemotherapy, radiation and a stem cell transplant, along with experimental treatments.



Shortly after being diagnosed, Nick recognized a lack of resources for cancer patients and their families. Experiencing firsthand the hardships, from his hospital bed he created the HEADstrong Foundation to raise awareness and funds for cancer by empowering athletes to support his mission. He drew the organization's logo moments before entering the operating room for a procedure and outlined its mission and future plans.

WHAT IS THE HEADSTRONG FOUNDATION?

ESTABLISHED
'07



The HEADstrong Foundation is relentless in improving the quality of life for those affected by cancer through residential, financial and emotional services.



IN JUST 2024 ALONE, STUDENT-ATHLETES RAISED \$800,000 FOR FAMILIES AFFECTED BY CANCER, PROVIDING OVER 4,000 NIGHTS OF COMPLIMENTARY HOUSING AT NICK'S HOUSE.

WHY STUDENT-ATHLETES?

Nick believed in the power of team, and his team, both physically and in spirit, helped him face his diagnosis head on. As peers of Nick Colleluori, collegiate student-athletes can honor his legacy while using their influence for a meaningful cause.



“Student-Athletes are leaders on and off the field.”



NICK'S HOUSE

WHAT IS NICK'S HOUSE?

WHAT: A residence close to major cancer centers and college campuses, currently in the Greater Philadelphia and Greater Boston areas, offering free lodging for out-of-town cancer patients and their families. Help us bring houses to your community!

WHY: Nick's House relieves the financial burden of travel and lodging while providing a supportive, home-like environment during treatment.



4,000 NIGHTS
PROVIDED ANNUALLY



\$2.1 M TRAVEL AND HOTEL
EXPENSES SAVED ANNUALLY



50 STATES
SUPPORTED



24K FREE
NIGHTS SINCE 2011



I sold my car to get to Philadelphia so Selena could have the best care and a chance to live. I arrived with no money, and after months in the hospital, we needed a home. I learned about Nick's House and the HEADstrong Foundation from our nurse, and when we arrived, it felt like I was living in a dream. It feels like family here—we are all going through the same thing, and we can feel the love. — Nick's House guest, Selena





CAMPAIGN ACTIVITIES FOR ATHLETES

Ways to be involved:

1

Dedicate a game
to HEADstrong

2

Wear HEADstrong gear
and share Nick's story
with fans

3

Pledge your
performance

4

Volunteer at a
HEADstrong event or
Nick's House

5

Create your own
fundraising event
on campus

6

Share personal
messages, photos &
HEADstrong content





CAMPAIGN TOOLKIT FOR ATHLETES

HEADstrong will provide student-athletes with:

HEADSTRONG GEAR: Wristbands, hair ribbon and shoe laces for games and events.

SOCIAL MEDIA PRESENCE: Pre-designed posts, story graphics and captions across all social media platforms.

ONLINE SUPPORT: An easy-to-use fundraising platform for teams and individuals to track donations.

MIXED MEDIA PROMOS: Videos, flyers, and stats about HEADstrong and Nick's House to educate donors.





HOW TO GET INVOLVED



SIGN UP

JOIN ATTACK CANCER BY VISITING ATTACKCANCER.COM.



SPREAD THE WORD

USE YOUR VOICE, TEAM, AND SOCIAL MEDIA TO RAISE AWARENESS.



PARTICIPATE

ORGANIZE OR JOIN A HEADSTRONG EVENT, GAME, OR CHALLENGE.



DONATE

START OR SUPPORT FUNDRAISING EFFORTS.



***EVERY FAMILY DESERVES A HOME
FIELD ADVANTAGE DURING THEIR
BATTLE WITH CANCER. TOGETHER,
WE CAN MAKE THAT POSSIBLE.***



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