

## **Kia Cares for the Community: Rallying Together Against Childhood Cancer in September**

*Pensacola, FL* — Kia Autosport of Pensacola is proud to announce its upcoming initiative in the *Kia Cares In the Community campaign*. September is childhood cancer awareness month and Kia is partnering with the Rally Foundation for Childhood Cancer Research. Rally, a 501(c)(3) non-profit empowers volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments, with fewer long-term side effects and, ultimately, cures. In addition to their mission, Rally's extension city, Rally Gulf Coast is dedicated to providing support and resources to local children and families battling childhood cancer.

The collaboration emphasizes Kia's commitment to making an impact in the communities it serves, while bringing awareness to the many challenges facing our local children. Childhood cancer is the #1 disease killer of children in our country yet research for childhood cancer remains severely underfunded. With hundreds of children in the community battling cancer at any given time, Kia Autosport is committed to donating a portion of September proceeds to Rally, from every car sold during the month. In addition, throughout September, Kia will host a CHANGE collection drive at the dealership, encouraging customers and visitors to contribute to the cause. No donation is too big or too small.

"We believe that every child deserves a chance to experience the joys of life, without the burden of cancer," says Jessica Lee, owner of Kia Autosport. "Through our partnership with Rally, we're dedicated to raising awareness and funds to improve the lives of local children battling this terrible disease. Our commitment is rooted in the belief that 'NO KID RIDES ALONE,' and together, with our collective efforts from car sales to change collections, we will make a difference!"

To make an even further impact and for those unable to visit the showroom, Kia will have a link on the website for direct donations to Rally. Click [Donate to Rally through Kia Autosport](#) to be part of Kia's NO KID RIDES ALONE initiative.

"We are so grateful for Kia and their continued support of Rally", said Haley Brown, Programs coordinator at Rally Gulf Coast. "Every day In America, 47 new families hear the words 'your child has cancer', and every day those families ask the doctors the same question 'what are you going to do to make my baby better'? Thanks to community partners like Kia, Rally is able to fund the safest and best research for kids with cancer, while also providing the local families with resources right here at home", said Brown.

"We are incredibly proud to be collaborating with Rally" adds Jessica Lee. "Together, we aim to raise awareness, provide assistance, and create a network of support that will make a meaningful impact on the lives of children and families diagnosed with childhood cancer."

Kia encourages everyone to join us this September in the fight against childhood cancer! For more information and how you can get involved, please contact [Jane Lauter](#) at Kia Autosport of Pensacola or [Haley Brown](#) at Rally Gulf Coast.

#Rally #ChildhoodCancerAwarenessMonth #ChildhoodCancer #SeptemberEvents #September #KiaCares #KiaAutosport #GoldStrong