



**CONTACT:**

Alex's Lemonade Stand Foundation  
Annie Korp  
610-649-3034  
[A.Korp@AlexsLemonade.org](mailto:A.Korp@AlexsLemonade.org)

ImageFIRST Healthcare Laundry Specialists  
Sandra Barrios  
310-819-1470 x 611  
[sbarrios@imagefirst.com](mailto:sbarrios@imagefirst.com)

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## **ImageFIRST Continues the Fight Against Childhood Cancer**

In an effort to raise funds and awareness for the fight against childhood cancer, ImageFIRST Healthcare Laundry Specialists will host an **Alex's Lemonade Stand on June 5-9 at their plant site in Gardena** during [Alex's Lemonade Days](#). ImageFIRST's lemonade stand will benefit childhood cancer research through Alex's Lemonade Stand Foundation (ALSF).

ImageFIRST associate Sandra Barrios was inspired to host a lemonade stand by her nephew, Lorenzo Michele. He was born with Down syndrome and at age 2 was diagnosed with leukemia.

ImageFIRST's Purpose is to build a great company by positively impacting the lives of its associates, community, customers and their patients. The lemonade stand will be at their plant site for associates only as a way to serve the community and raise funds for a great cause. ImageFIRST will donate \$2,000 to ALSF, in addition to the funds raised through the associate lemonade stand.

Founded by Alex Scott (1996-2004) in 2004, Alex's Lemonade Days is a national event that grew out of Alex's front yard lemonade stand. Held every June, an estimated 10,000 volunteers will host over 2,000 Alex's Lemonade Stands around the nation making a difference for children with cancer. Alex's Lemonade Days 2017 is set for June 3-11!

**WHAT:            IMAGEFIRST ALEX'S LEMONADE STAND**

**WHEN:           MONDAY, JUNE 5 – FRIDAY, JUNE 9, 2017**  
**6 AM – 4:30 PM**

**WHERE:           IMAGEFIRST**  
**17818 SOUTH FIGUEROA STREET**  
**GARDENA, CA 90248**

### **About Childhood Cancer**

Childhood cancer is a general term used to describe cancer in children occurring regularly, randomly and sparing no ethnic group, socioeconomic class, or geographic region. Childhood cancer extends to over a dozen types of cancers and a countless amount of subtypes. Just a few of these cancer types include: Ewing's sarcoma, glioma, leukemia, lymphoma, medulloblastoma, neuroblastoma, osteosarcoma, retinoblastoma, rhabdomyosarcoma and Wilms' tumor. In the United States, childhood cancer is the leading cause of death by disease in children under the age of 15. Every day, approximately 250 kids around the world die from cancer, accounting for 91,250 losing their lives to the disease every year.

### **About Alex's Lemonade Stand Foundation**

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$140 million toward fulfilling Alex's dream of finding a cure, funding over 690 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit [AlexsLemonade.org](http://AlexsLemonade.org).

### **About ImageFIRST Healthcare Laundry Specialists**

Founded in 1967, ImageFIRST® is the largest and fastest growing national linen rental and laundry service specializing in the medical market. ImageFIRST's 36 locations nationwide serve over 6,000 medical offices every week providing linen, patient gowns, scrubs and much more while managing their clients' linen inventory for cost management. With a customer retention rate of over 95%,

ImageFIRST is dedicated to improving patient satisfaction through quality products and remarkable service: their Comfort Care® line of gowns are proven to increase patients' favorable perception of a facility by more than 50%. For more information about ImageFIRST, your cost-effective solution for greater patient satisfaction, please visit [www.imagefirst.com](http://www.imagefirst.com).