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Ty Louis Campbell Foundation
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APRIL 1st DECLARED AS “NATIONAL JUMP IN MUDDY PUDDLES DAY”

**The Muddy Puddles Project encourages children to go ahead
and jump in muddy puddles in honor of those that can't**

CARMEL, NY, March 27, 2015 – April showers eventually bring May flowers... but they also bring a lot of muddy puddles. That's why the founders of the Muddy Puddles Project have declared April 1st “National Jump in Muddy Puddles Day” in conjunction with the premiere of Ken Burns' documentary series, Cancer: The Emperor of All Maladies. The series, hosted by PBS, selected the Muddy Puddles Project for one of its [feature “Cancer Stories”](#) leading up to the release on March 30.

The Muddy Puddles Project is a celebration of kids being kids in honor of those that can't, and there is a very special story behind it. Ty Louis Campbell, also known as SuperTy, often talked about jumping in muddy puddles when his cancer was cured, but he never got the chance. Five-year-old Ty lost his battle to brain cancer in October 2012 after fighting more than two years. In celebration of Ty's life his parents, Dr. Louis and Cindy Campbell, launched The Muddle Puddles Project with the goal of inspiring parents to let their kids have more fun in honor of children, like Ty, who spend their childhood unable to embrace the simple joys of being a kid.

“When Ty was diagnosed, I needed an outlet to process what was happening to him while keeping our friends and loved ones updated on his progress. I started chronicling Ty's fight with cancer on [my blog](#) and on [Facebook](#),” said Cindy Campbell. “In true Ty fashion, he captured the hearts of millions of people, and since he passed away, supporters have posted thousands of photographs chronicling times when they have stepped back to let their kids enjoy messy, carefree fun in Ty's honor. This project came to fruition thanks to Ty and everyone who fell in love with my astounding little boy.”

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The Muddy Puddles Project encourages parents everywhere to photograph their kids jumping in puddles, getting messy with finger paints, playing with glitter, anything and everything they can think of as long as it is fun and messy, and post the images to [The Muddy Puddles Project](#) website. Any optional donations made at the time benefit the [The Ty Louis Campbell Foundation](#), also founded by the Campbell's to raise funds and awareness that will directly support pediatric cancer research.

Muddy Puddles is a labor of love for the Campbells, who watched Ty fight for half his life to overcome a rhabdoid tumor, a rare, aggressive and often terminal brain cancer specific to pediatrics. However, during the two-and-one-half years that Ty battled the disease, and while his treatment ultimately paralyzed him; he never lost his smile, his laughter or his singular desire to take a running jump into a big, messy, mud puddle. It is that spirit, will and intense desire to enjoy life that inspired this initiative.

“Ty never stopped striving to beat cancer, and he never gave in when treatments destroyed his quality of life,” reflected Louis Campbell. “When Ty lost the ability to walk, he would scoot. When he could no longer play with his toys, he happily read through toy catalogs. When he could no longer eat solid food, he found joy in blue lollipops. It’s Ty’s indomitable spirit – the reason we call him SuperTy – that we want to honor with The Muddy Puddles Project.”

Muddy Puddles “Mess Fest” Planned for August

The third annual Muddy Puddles “Mess Fest,” a celebration of all things messy, is scheduled for August 8, 2015 at Kiwi Country Day Camp, Mahopac, NY. The event is expected to exceed 3,000 in attendance and will include a giant mud pit, whipped cream pie-tosses, food fights and splatter paint, among many other kid-friendly activities.

For families that do not live in the area, the Campbell's encourage parents everywhere to host a Muddy Puddles afternoon in their neighborhoods. A toolkit, which outlines the steps for hosting an event, can be downloaded to help others run a successful Muddy Puddles birthday party, neighborhood block party or slow weekend get-together. This toolkit, along with information about the third annual “Mess Fest” can be found on The [Muddy Puddles](#) Project website.

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About SuperTy

We call him SuperTy because he was our little fighter. He was a charismatic and magnetic little boy who captured the hearts of thousands, and continues to do so even now. After fighting cancer for half his life, Ty was finally freed from suffering when he became a beloved angel on Oct. 17, 2012. His eternal spirit lives on in hearts of everyone he touched, and his story continues to impact others.

About Pediatric Cancer

Pediatric cancer happens completely at random and it doesn't discriminate. There is no known cause or prevention for most childhood cancers. Pediatric cancer is the number one cause of death by disease among children, claiming the lives of more children each year than AIDS, asthma, cystic fibrosis and diabetes combined. In fact:

- Every three minutes, a child is diagnosed with cancer. One out of 300 children are diagnosed each year in the US alone.
- One out of five children diagnosed with cancer will not survive, and the large majority of those that do survive 5 years or more will suffer serious, chronic side effects as a result of treatment.
- In the past 20 years only three new cancer drugs have been approved for pediatric cancer, yet, the incidence of invasive pediatric cancers is up 29 percent over the course of those same 20 years.

About The Ty Louis Campbell Foundation

Founded in September 2012, The Ty Louis Campbell (TLC) Foundation is a nonprofit organization that funds innovative research specifically geared toward the treatment of the deadliest childhood cancers (including brain and spinal cord tumors). The organization seeks less toxic, more effective treatments that are specifically designed for children fighting cancer. Their ultimate mission is to help fund the intelligence and technology that will uncover new ways to more effectively treat children with cancer. For more information about the foundation, visit www.thetlcfoundation.org.

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