For Immediate Release

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PARENTS OF SUPERTY, A YOUNG CANCER WARRIOR, LAUNCH PROJECT IN HONOR OF THEIR SON WHO INSPIRED THOUSANDS OF FAMILIES TO LIVE LIFE TO THE FULLEST

***The Muddy Puddles Project* is a celebration of kids being kids in honor of those that can't**

CARMEL, NY, April 1, 2013 – Ty Louis Campbell, also known as SuperTy, often talked about jumping in muddy puddles. It was the thing he wanted to do most when his cancer was cured. 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, are launching The Muddle Puddles Project, with the goal of inspiring parents to let their children 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 first diagnosed, I needed an outlet to be able to process what was happening to Ty, and keep 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 Ty passed away, those followers have posted thousands of photographs chronicling times when they have stepped back to let their kids enjoy messy, carefree fun in Ty's honor. It's thanks to Ty and everyone captured by my astounding little boy that this project has come to fruition."

The Muddy Puddles Project encourages parents everywhere to photograph their kids jumping in puddles, getting messy with finger paints, playing with glitter, anything and

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everything they can think of as long as it is fun and messy, and post the images to The Muddy Puddles Project website. One hundred percent of the proceeds gained from the $5 fee to post pictures will be directed to The Ty Louis Campbell Foundation, also founded by the Campbells 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 of 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 Event Planned for August

The first annual Muddy Puddles "Mess Fest," a celebration of all things messy and delightful, is scheduled for August 10, 2013 at Camp Kiwi, Mahopac, NY. Events will include a giant mud jumping contest, 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 Campbells 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 first 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 valiantly for half his life, fists blazing, Ty was finally freed from suffering once and for all when he became a beloved angel on October 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.
- Almost one out of four children diagnosed with cancer will die, and the large majority of those that do survive will live with serious, chronic side effects as a result of the harsh treatments.
- In the past 20 years ONLY ONE new cancer drug has been approved that is specific 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 volunteer-run nonprofit organization that funds innovative research and technology 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.com.

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