

# To Live in a World that is Cancer Free

by Suzanne Asherson | *President, Cancer Free Generation*



As the current President of Cancer Free Generation, I had the opportunity to talk with founding president and 2019 Celebrity Poker and Game Night Mission Award Honoree, Casey Federman. His story began when he was just 24 years old and his father was diagnosed with pancreatic cancer. Sadly, this was followed five years later, by his mother being diagnosed with breast cancer. Cancer was not foreign to his family.

It had already plagued his grandmother and his aunt. Casey knew that he had to do something. It wasn't until his 30s that he realized that between working, building relationships, and trying to maintain a balance, something was lacking. He began to think, "what am I doing to help make a difference?"

Joining the efforts of Tower Cancer Research Foundation was a perfect fit as his parents already served on its board. He soon realized

that his network included many others who had been touched by cancer and together they founded Cancer Free Generation. He remembers working with the cofounders on what felt like a blank canvas and together they "created something from nothing to help fight cancer." Cancer Free Generation was born, a name that perfectly reflects the goals and spirit of the charity: "For the next generation, our children, to live in a world that is cancer free."

The charity hit the ground running with an enticing speaker series and their first fundraiser, at SoulCycle, was a low cost, accessible and cutting edge event remarkably raising \$97,000 in a 60 minute cycling class. To this day, Casey continues to love the event because, "it is a room full of people struggling, laughing and sweating together and it feels really good." He is also proud of how the Celebrity Poker and Game Night event has grown in success. The event was a fabulous evening for the charity raising over \$250,000.

When Casey leaves CFG meetings, he is fueled with excitement and has

an awestruck feeling as he recalls that it all started as a small group of dedicated friends. Today, CFG meetings are standing room only with an army of passionate members bursting with energy and ideas.

When asked about his favorite memory in the past six years, he shares a simple one: a lemonade stand run by his young children. He smiles thinking about how rewarding it was to see his children make posters and squeeze lemons to raise money for CFG. "That is why we started this charity. It is about the kids being protected, involved, and aware enough to help us solve this disease." His children raised \$40 and he couldn't be more proud.

Cancer Free Generation is a distinct arm of Tower Cancer Research Foundation with a distinct identity, considerable membership and over \$1.3 million raised in the six years since its inception. Casey smiles as he declares that, "giving away money is the really fun part!" He is beyond proud of how far Cancer Free Generation has come and hopes to continue helping people for years to come.



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