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CancerKicks.org

Rare Cancer Non-Profit Launched in Atlanta

Foundation to focus on medical research and providing financial assistance to families.

Atlanta, GA – A new non-profit named *Cancer Kicks* was launched today in Atlanta, GA.

Cancer Kicks' mission is to bring awareness of rare cancers while funding research to "kick" these cancers and financially assisting the individuals and families affected by cancer.

Cancer Kicks was founded in 2013 by the late Travis Roberts – who was diagnosed with an extremely rare cancer, Cholangiocarcinoma (bile Duct Cancer).

Travis was known for his loud and fun personality – and even louder clothing statement. He made an appointment to visit one of the best cancer research centers in the United States – MD Anderson. For the trip to MD Anderson, he purchased a new pair of lime green shoes and he called them his "cancer kicks" – because they would help him "kick" the cancer. The next thing he knew, he was receiving picture after picture of his friends, and people he didn't even know, wearing a pair of "cancer kicks" to offer moral support.

So, the idea of *Cancer Kicks* was born.

"Travis founded *Cancer Kicks* to help thousands of families, who are not only fighting for their lives, but are struggling to pay their medical bills as well as to raise funds to assist world-class cancer research centers who are dedicated to providing research to finding a cure for Cholangiocarcinoma and other rare cancers that are currently underfunded," said Joe Pettit, President of *Cancer Kicks* and Travis' brother-in-law.

Carrie Roberts (Travis' widow) went on to explain, "I lost Trav on June 7, 2014. I held his face and told him that it was okay to go. I told him that he had fought as hard as he could." Carrie concluded, "Travis cannot fight any longer, but those of us who loved

Travis feel a passion to take up his cause and fight. We do not want others to suffer from these ugly diseases.”

Travis wanted Cholangiocarcinoma and other rare cancers to receive research dollars, and to financially help people who were burdened with a fight with cancer.

When Travis passed away, the resolve to make *Cancer Kicks* a thriving entity was reignited, in the hearts of the board members.

The Board of Directors consists of the following:

Joe Pettit is the President of *Cancer Kicks*. Joe was Travis Robert’s brother in law, and knew him for over 20 years. They especially grew close, after Joe was hired as the first office employee of Hemma Concrete, the company that Travis and Carrie started in 2002. Joe is committed to building Cancer Kicks into an organization that will properly represent Travis Roberts’ personality, standard of excellence and desire to help people suffering with cancer.

Carrie Roberts is the secretary of *Cancer Kicks*. Carrie met Travis when she was a freshman in high school. She actually asked him to a Sadie Hawkins dance, and he agreed to be her date. They stayed together through high school and college and were married in 2000. They had three children together. She is continuing his legacy by making sure Cancer Kicks contributes to the cure of Cholangiocarcinoma, and helps cancer patients who are in need of financial assistance.

Kristina Gansser is the Treasurer for Cancer Kicks. Kristina and Travis became friends when they realized there wasn’t a topic they couldn’t debate. Kristina chronicled Travis journey on the ConcreteFaith.org blog. She intimately knows the details of his life, and his passion for helping people. It is her goal to carry his legacy, by raising awareness to his story and the Cancer Kicks organization.

Matt Gansser is on the Board of Directors at *Cancer Kicks*. From the moment Travis and Matt met in a class at Georgia State, they were fast friends. Matt is an international businessman, with organizational experience to keep Cancer Kicks on course as the reach of the entity grows. He wants people to know about Travis Robert’s journey, in hopes that it will inspire them to make a difference in the life of cancer patients.

Jason Mashburn is a member of the Board of Directors of *Cancer Kicks*. He knew Travis Roberts longer than anyone on the board. Jason and Travis met as kids, and remained the best of friends, even as Jason moved away from Georgia chasing his career. Jason has amassed a wealth of knowledge dealing with non-profits, and a great deal of experience fundraising for both political and philanthropic causes.

Shane O’Connor is a member of the Board at *Cancer Kicks* and is General Counsel to Hemma Concrete, Inc., the company founded by Travis and Carrie. Shane provides legal counsel to Cancer Kicks. Travis and Shane’s paths crossed at a pivotal time in their

professional lives and they became close friends often debating and, in their minds, resolving “all of the world’s problems” on the golf course or over a game of corn hole. Trav’s passion and competitive drive in all that he did was infectious and is what drew Shane to Travis. Shane’s goal is to help carry on Trav’s legacy and his commitment to cancer research and helping cancer patients who are in need.

To Learn more about *Cancer Kicks*, visit: WWW.CANCERKICKS.ORG

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