



KIDS  
**ROCK**  
CANCER



MARYVILLE UNIVERSITY

**Media Kit**

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## Media Contacts

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# Fact Sheet

Kids Rock Cancer, a program of Maryville University, was inspired by the Purple Songs Can Fly program at Texas Children's Hospital and established in November 2009 at SSM Cardinal Glennon Children's Medical Center. Leveraging Maryville University's unique music therapy program, the only fully accredited one in the St. Louis area, it pairs children undergoing cancer treatment with certified music therapists. These therapists help over 1,000 children express their emotions and stories through music and songwriting, creating a powerful message of strength and resilience.

Kids Rock Cancer helps children find their inner musician at the following locations: SSM Health Cardinal Glennon Children's Hospital; SSM Health Cancer Care Clinics; and Healing Reimagined at Mercy Hospital in Washington, Missouri.

By expanding its reach, Kids Rock Cancer also supports children affected by family members' battles with cancer, sickle cell disease and blood disorders, facilitating emotional processing and family bonding through music creation. This therapeutic approach not only empowers the children but also brings comfort and joy to their families, reinforcing the healing power of music.

Kids Rock Cancer offers a unique therapeutic outlet for children facing the emotional turmoil of cancer or blood disorders, whether their own or a family member's. Through sessions tailored to each child's needs and feelings on that particular day, experienced music therapists help them channel their emotions – ranging from fear and pain to love and joy – into songwriting and music. This creative process allows children to express difficult emotions or simply enjoy being a child again, turning their thoughts about everything from medical treatments to personal interests into powerful musical expressions.

This program not only serves as a distraction from the physical and emotional challenges these children face but also empowers them, giving them a voice and transforming them into rock stars in their own right. The act of creating music has been known to lessen the need for pain medication and provide a sense of control over their situation. For both children and their families, Kids Rock Cancer brings a sense of normalcy, fun and togetherness, helping them to navigate the challenges of illness with strength and unity.



# KRC Staff

**Crystal Weaver**, EdD, MHA, LPC, CRC, MT-BC, Director of Music Therapy

Crystal joined Maryville in June 2022 as director of music therapy, and she assumed responsibility for the Kids Rock Cancer program as well. She brings two decades of leadership experience in the healthcare industry back to Maryville, where she earned her bachelor's in music therapy and master's in rehabilitation counseling. She also holds a master's in health administration from Saint Louis University.



**Alison Cole**, MBA, MT-BC, Lead Music Therapist

Alison brings two decades of clinical experience with patients to Kids Rock Cancer as well, along with experience as a patient advocate and innovator for change. Key among these innovations are "Heartbeat" songs for infants and toddlers, as well as Audio Legacy Recordings. She earned a bachelor's in music therapy from Maryville and a Master of Business Administration from Lindenwood University.



**Damon Mitchell**, MBA, MDiv, Development Director, Outreach Programs

Damon joined Maryville's Office of Development and Alumni Relations in August 2023, and he leads fundraising and awareness efforts for Kids Rock Cancer and other Maryville outreach programs. He holds a Bachelor of Science in workforce education and development from Southern Illinois University Carbondale, a Master of Business Administration from Lindenwood University and a Master of Divinity from Regent University.



# Brand Guidelines

## PRIMARY LOGO



Available in CMYK for print and RGB for web/digital

## SPECIALTY VERSIONS



BLACK (a one-color option suitable for use on white or on most colored backgrounds in the KRC palette)



GRAYSCALE (an option for print jobs when color isn't available)



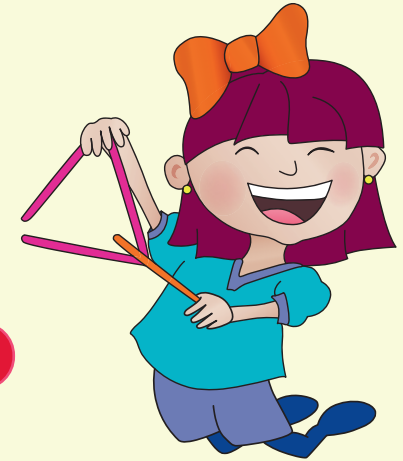
REVERSE CMYK/REVERSE RGB (full-color options for dark backgrounds)



REVERSE BLACK AND WHITE

[Click here for downloadable KRC logos](#)

[Click here for Maryville University brand assets](#)



## COLOR PALETTE

	PMS 186 CMYK: 0, 100, 80, 5 RGB: 200, 16, 46 HEX: C8102E		PMS 165 CMYK: 0, 68, 96, 0 RGB: 255, 103, 32 HEX: FF6720	
	PMS 216 CMYK: 12, 98, 17, 46 RGB: 125, 34, 72 HEX: 7D2248		PMS 7412 CMYK: 2, 50, 83, 8 RGB: 211, 130, 53 HEX: D38235	
	PMS 191 CMYK: 0, 85, 30, 0 RGB: 239, 66, 111 HEX: EF426F		PMS 7522 CMYK: 8, 60, 57, 17 RGB: 180, 106, 85 HEX: B46A55	
	PMS Rhodamine Red CMYK: 5, 92, 0, 0 RGB: 225, 0, 152 HEX: E10098		PMS 387 CMYK: 10, 0, 86, 0 RGB: 227, 233, 53 HEX: E3E935	
	PMS 211 CMYK: 0, 60, 0, 0 RGB: 245, 126, 182 HEX: F57EB6		PMS 583 CMYK: 24, 0, 99, 6 RGB: 183, 191, 16 HEX: B7BF10	
	PMS 701 CMYK: 0, 56, 16, 0 RGB: 230, 134, 153 HEX: E68699		PMS 7710 CMYK: 77, 2, 21, 1 RGB: 0, 167, 181 HEX: 00A7B5	
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				

## TYPOGRAPHY

**Peachy Keen JF Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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Avenir Next LT Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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# News

Ladue News | Sept. 27, 2023

**Kids Rock Cancer uses the power of therapeutic music to help children fight cancer**

KMOV Channel 4 | Sept. 4, 2023

**Kids Rock Cancer, an innovative Maryville University program teaches kids the 'Heartbeat' of music**







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