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THE MUSTARD CHALLENGE

[No More Kids with Cancer](#) is launching 'The Mustard Challenge'. Between April 15th and August 5th (National Mustard Day), we're daring people to take part in a fun and entertaining act of eating a spoon of mustard and sharing their experience, pictures and videos via social media. The Mustard Challenge aims to raise awareness for childhood cancer and increase funding for research that discovers safer, non-toxic and more effective treatments for children with cancer. Why mustard? Today, children are still treated with 1950s drugs derived from the same compound as Mustard Gas, a weapon dating back to World War I.

HELP US GO VIRAL

Learning from the highly-effective ALS Ice Bucket Challenge, The Mustard Challenge will go viral as more people take the challenge and post their experiences using mainstream and social media. Take the challenge alone or with a group of friends. Challenge your friends, post it and add the hashtag #MustardChallenge and #NoMoreKidswithCancer, and finally donate if you can.

4 EASY STEPS - HOW TO DO THE MUSTARD CHALLENGE

1. **PREPARE: PARTICIPATE IN THE MUSTARD CHALLENGE between APRIL 15th – August 5th**
2. **PERFORM: EAT ONE TABLESPOON OF MUSTARD!**
 1. **GRAB** some mustard (the spicier the better), a spoon, and a phone for filming.
 2. **SAY** *"Hi, this is my mustard challenge to help end childhood cancer. I challenge friends A, B, C and D. You have 24 hours to take the challenge OR make a donation at mustardchallenge.com*
 3. **EAT (or SMEAR, THROW, SQUIRT, ETC.)** a big spoonful of mustard
3. **CHALLENGE & SHARE: ASK 4 FRIENDS TO DO THE CHALLENGE WITHIN 24 HOURS**
 1. **POST** the video to Facebook, Instagram, and Twitter. Tag the people you nominated and add the hashtag #MustardChallenge and #NoMoreKidswithCancer
 2. **SHARE!**
4. **DONATE: SUPPORT THE CAUSE**

Go to www.mustardchallenge.com to donate. 100% of donations fund childhood cancer research.

100% OF DONATIONS FUND GROUNDBREAKING CHILDHOOD CANCER RESEARCH

All (100%) of the money raised from The Mustard Challenge will fund groundbreaking research that leverages the latest understanding in cancer biology to bring safer, more effective and modern treatments to children with cancer. The research we fund will help children with cancer — and the doctors and researchers working to save them — who urgently need alternatives to the 50s-era, inhumane, side-effect-laden standard treatments used today.

ABOUT NO MORE KIDS WITH CANCER

[No More Kids with Cancer](#) is a nonprofit research accelerator dedicated to funding groundbreaking childhood cancer research. We serve children with cancer — and the doctors and researchers working to save them — who urgently need alternatives to the 50s-era, inhumane, side-effect-laden standard treatments used today. Collaborating with leading scientists — who share our belief that more research leads to more options — we're working toward our vision of No More Kids with Cancer. 100% of public donations fund groundbreaking research thanks to the generosity of private donors.

No More Kids with Cancer was inspired by [Naya Summy](#), a determined, caring, intelligent and funny 11-year old with a brilliant energy that rubbed off on anyone who knew her. She was diagnosed with high-risk medulloblastoma (brain cancer) when she was nine. She endured brain surgery, radiation and chemotherapy, only to relapse one year after her diagnosis. A cure didn't exist for Naya. In less than two years, her disease overtook her body and her brightness and smile left our world. Naya's parents, Amy and Hank Summy, founded No More Kids with Cancer to carry out Naya's goal to end childhood cancer.