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# Go Gold campaign in Times Square brings out local supporters in fight against childhood cancer

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City Councilman Vincent Gentile, State Assemblyman Alec Brook-Krasny, State Assemblywoman Nicole Malliotakis, State Senator Marty Golden and U.S. Congressman Michael Grimm stand with children in the fight against pediatric cancer as Times Square lights up gold for Childhood Cancer Awareness Month. The children are 11-year-old cancer survivor Ashley Burnette and eight-year-old Thomas Kabel, whose two-year-old sister is battling leukemia. (Courtesy of Nathan Congleton).

STATEN ISLAND, N.Y. -- Assemblywoman Nicole Malliotakis and Rep. Michael Grimm saw gold Tuesday evening as more than a dozen of the digital screens in Times Square were simultaneously illuminated in support of childhood cancer awareness.

The two elected officials had been working with their Brooklyn colleagues and local families to get various landmarks to light up in gold for Childhood Cancer Awareness Month. The duo helped put the pressure on [One World Trade Center to light up gold](#). A letter sent to Port Authority Chairman Patrick Foye [prompted a change of heart](#).

The Times Square Advertising Coalition, a trade association comprised of major advertisers, retailers, real estate firms, media companies and other businesses involved in the outdoor sign industry in Times Square, unveiled the illuminated screens.

"Changing 'The Great White Way' into a shade of gold is a remarkable achievement and sight, and I couldn't be happier for the brave families who've worked so hard at spearheading this effort from the ground up," Ms. Malliotakis said in a statement. "It is my hope that this movement will not only bring awareness to this horrible disease and the struggles these young children and their families face, but that it will help raise the resources necessary to discover a cure, once and for all."

"It's incredibly uplifting to see such an iconic landmark like Times Square going gold in support of childhood cancer awareness," Grimm said in a statement. "Lending this kind of attention to such an important cause brings us one step closer to finding a cure for the millions of innocent lives and their families touched by childhood cancer."

Dozens of children, some in remission and some still fighting cancer, attended the event Tuesday, watching as the electronic billboards changed from advertisements to a message reading, "A day of yellow and gold to fight childhood cancer," [according to nbcnewyork.com](http://nbcnewyork.com).

By illuminating its screens Tuesday night, Times Square joined One World Trade Center, the Helmsley Building, Penn Station and the Coney Island Parachute in their decision to "go gold" after the Empire State Building refused to do so.

"The Empire State Building turns colors for different teams and different movies, I don't get it," Staten Islander Peter Delfino, whose teenager fought Hodgkin's Lymphoma last year, told [nbcnewyork.com](http://nbcnewyork.com).

"By turning the iconic signs gold in the world's most photographed location, we hope to raise awareness not only in America but around the globe," said Harry Coghlan, chairman of the Times Square Advertising Coalition.

Joining Ms. Malliotakis and Grimm at the event were state Sen. Martin Golden; state Assemblyman Alec Brook-Krasny; Councilman Vincent Gentile; Camille Orrichio Loccisano, founder of the Francesco Loccisano Memorial Foundation Inc.; childhood cancer advocate Matthew Kabel, whose daughter, Sally, is being treated for leukemia and pediatric cancer; Tony Stoddard, founder of the Gold World Project, and 11-year-old Ashley Burnette, a pediatric cancer survivor and Hyundai Hope on Wheels national youth ambassador.