



1-800 LEMON LAW to Sponsor Alex's Lemonade Stand Telethon to Air June 5, 2008 on KYW TV in Philadelphia

Lemon Law firm Kimmel & Silverman will be sponsoring a live telethon to benefit Alex's Lemonade Stand Foundation for Childhood Cancer.

Ambler, PA, May 16, 2008 --(PR.com)-- 1-800 LEMON LAW, the Nationally-recognized Lemon Law and Consumer Advocacy Firm of Kimmel & Silverman, will sponsor a live telethon benefiting Alex's Lemonade Stand Foundation for Childhood Cancer. The live, call-in special will air from 9 a.m. to 8 p.m. on KYW TV, the Philadelphia CBS affiliate.

The Foundation is named in honor of Alexandra Scott, a brave little girl who ultimately lost her life to cancer at the age of eight. Four years prior to her passing, Alex developed her own way to raise funds so that other children would not have to endure what she had suffered. She opened a lemonade stand on her lawn and all the monies would go toward cancer research. Her parents, Liz and Jay Scott, have carried on Alex's legacy, devoting their lives to raising awareness and funds for cancer research.

The telethon kicks off the 5th annual ALSF Lemonade Days, a 3-day national event where volunteers host lemonade stands throughout the Country, all raising monies to fight pediatric cancer and to fund new research studies. Last year, during Lemonade Days, more than 1500 lemonade stands raised over \$1 million toward Alex's efforts.

“It is difficult to think of a more worthy cause than Alex's Lemonade Stand,” says 1-800 LEMON LAW Founding Partner Craig Thor Kimmel. “Alex's Lemonade Stand is a grass roots effort by every day people who care, helping those who need it most. Our firm was founded on the same ideal of helping those in need and doing so without asking anything in return. We salute Alex's Lemonade Stand for their continued efforts in curing this horrible disease.”

To donate to this very worthy cause, please visit www.alexslimonade.org.

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About Alex's Lemonade Stand Foundation:

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra “Alex” Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$19 million towards fulfilling Alex's dream of finding a cure, funding over 80 research projects nationally including those examining leukemia, brain tumors, neuroblastoma, Wilm's tumor, lymphoma, and osteosarcoma among others. For more information, visit www.AlexsLimonade.org.



About Kimmel & Silverman, P.C.

Kimmel & Silverman is the oldest and largest lemon law firm in the Northeast, and the only lemon law firm in the Nation to be honored by the American Bar Association (Meritorious Recognition, Louis M. Brown Legal Access Award). Since its inception in 1991, the Firm has provided free lemon law and breach of warranty help to more than 40,000 consumers, recovering over \$145 million for their clients. The Firm has six full-service offices in Pennsylvania, New Jersey, Maryland, Delaware and Massachusetts. For more information regarding our services, please call 1-800-LEMON-LAW (1-800-536-6652) or visit www.lemonlaw.com.



Contact Information:

LemonLaw.com

Michael J. Sacks

1800-lemon-law

pressrelease@lemonlaw.com

<http://www.lemonlaw.com>

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