



salood

MEDIA KIT

2021

Salood Uplifts the Pediatric Cancer Community Through Creativity & FUNdraising.

Salood, Inc. is an incorporated nonprofit organization founded in June of 2019 under Texas nonprofit corporation law. Working in cooperation with hospitals and companies, Salood creatively provides financial assistance to pediatric patients suffering from childhood cancer.



Ambassador Program

fun collaborations. meaningful fundraisers.

Salood brings young cancer warriors and businesses together to create customized products sold to benefit families affected by pediatric cancer.

Patients with pediatric cancer (and/or in remission) between the ages of 9-16 who live in Dallas-Fort Worth are eligible to be a Salood Ambassador.

Financial Relief Program

support for families battling pediatric cancer

Through product sales from our Ambassador program, we are able to raise funds and offer financial relief to families affected by pediatric cancer.

Salood works in conjunction with Children's Medical Center Dallas. We provide financial assistance for any family affected by pediatric cancer, no questions asked.

Our Recent Features

Mashable

"Elizabeth Chambers - founder of award-winning BIRD Bakery, entrepreneur, TV host and guest judge on several Food Network shows - has teamed up with Texas nonprofit Salood to offer a custom Drew Monster Cookie, developed by 8-year-old Drew who is bravely fighting cancer." (2020)



"Dallas-based Salood approached Avery and her mom about joining the effort to help families like hers. The nonprofit pairs children with cancer with creatives to design a product that's sold to benefit families of pediatric cancer patients." (2020)



"Chambers partnered with nonprofit organization Salood, which provides financial assistance to families of pediatric cancer patients. All proceeds from the new cookie — which features gooey caramel, oats, peanut butter and chocolate chips — will go directly to Salood to support its work." (2020)

featured on:



Plano
MAGAZINE

Mashable



DeDe
in the Morning



FOOD & DRINK | NIGHTLIFE | STYLE | SHOPS | ATTRACTIONS
ADDISON



North
Texas
Daily

Celebrity Support

Salood has had the good fortune of receiving endorsements from [Kristen Bell](#), [Amy Poehler](#), [Zachary Levi](#), [Timothée Chalamet](#), Lilly Singh, Stephen 'tWitch' Boss, Allison Holker-Boss, [Sisanie](#), [Lauren Alaina](#), [Elizabeth Chambers](#), [Phillipa Soo](#) and more.



Kristen Bell wearing Olive's necklace! She shared her support on Instagram. (2021)



Amy Poheler supported Izzy's fundraiser and proudly rocked her necklace! (2020)



Zachary Levi enjoyed one of the milkshakes created by Kasen + Hopdoddy! (2020)

Elizabeth Chambers

"[Salood] identified Drew's passion for baking and baked goods and knew right away that Bird would be the perfect partner," Chambers told the Current via email. "As a mother myself, I will do everything in my power to help the families of pediatric cancer patients who are facing unforeseen expenses related to cancer." - San Antonio Current (2020)

Kathryn Sukey

"I was hooked. I read the email once, and I was like sign me up," Sukey said. "And what really, really touched my heart is that Avery is the same age as my daughter." - NBC DFW (2020)

Milestones

Over \$100,000 in product sales

\$72,380 funds raised

54 (+ counting)

Dallas-Fort Worth cancer families financially assisted



**Just 48 hours
after launch,**

the pendant necklace
created by Olive and
All the Wire hit

700 in sales!



**Drew's
cookie,**

created with the help
of Bird Bakery, was
available to ship

nationwide!

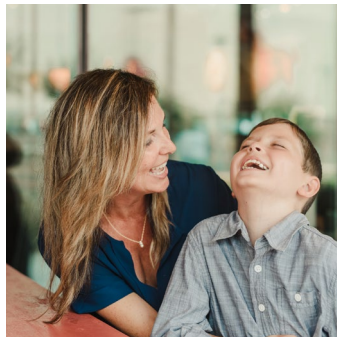
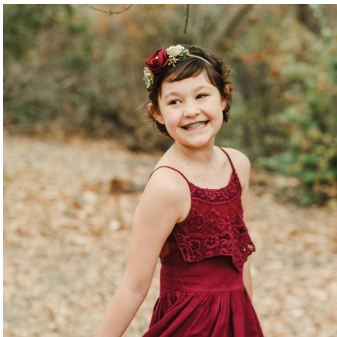
Get in Touch

For article features, interview requests, and other media inquiries, please contact Joshua Castillo:

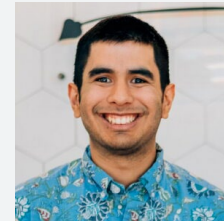
Joshua@salood.org



@saloodinc

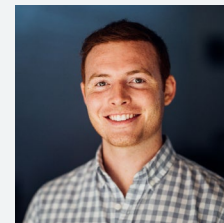


Salood's Co-Founders



**Joshua
Castillo**

Joshua holds a bachelor's degree in Business from the University of North Texas. As a Salood founder, Joshua is excited to help patients and families gain a sense of leadership through the creative collaborations and the financial assistance that comes as a result of them.



**Kenny
Freeland**

Kenny graduated from Texas A&M University with a degree in Business Management. Kenny has spent the last 5 years of his career at Amazon with a focus on operational execution, process improvements, and developing leaders. His childhood experience facing various illnesses allows him to better empathize with pediatric patients and their families.



**Supporting the Pediatric Cancer
Community Through Fun Collaborations
and Meaningful Fundraisers.**

www.salood.org