LifeLabs Care Packages Bring Comfort to Children with Cancer at POGO Satellite Clinics

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Toronto, Ontario. October 27, 2025 – A childhood cancer diagnosis changes everything for a family. To help provide comfort during this difficult time, LifeLabs has donated customized care packages and treasure baskets to support children undergoing treatment at the nine Pediatric Oncology Group of Ontario (POGO) Satellite Clinics across Ontario. The first deliveries began in September, in recognition of Childhood Cancer Awareness Month, and will continue throughout the fall.

The care packages include items such as books, toys, fidget spinners, Pokémon cards, gift cards, and more. Each package was designed to brighten a child's day and remind families they are not alone in their fight. This donation is another demonstration of LifeLabs' valued partnership with POGO, an organization that provides wraparound care to children and youth with cancer, from the time of diagnosis, through treatment and into survivorship.

"POGO Satellite Clinics make it possible for children to receive care closer to home, helping families stay connected to their support systems," said Lauren Ettin, POGO's CEO. "Kids miss less school, parents miss less work, and life feels a little more manageable. We're so grateful to LifeLabs for their generous care packages and treasure baskets – thoughtful gifts that remind families they're surrounded by a caring community, right where they live."

This initiative reflects our commitment to support families going through challenging times, ensuring they receive essential care, as well as moments of joy and connection along the way.

“When our team came together to build these care packages earlier this year, we were thinking about the children who would open them – the moments of comfort and fun they might bring,” said Charles Brown, President and CEO at LifeLabs. “Partnering with POGO is about standing alongside families during some of their hardest days and reminding them that their community cares.”

LifeLabs has been partnering with POGO since 2017, supporting initiatives such as the Pajamas and Pancakes campaign. LifeLabs has also contributed a $10,000 donation to support POGO’s programs and services across the province. Together, more than $340,000 has been raised to help children living with cancer and their families.