



K SQUARED COMMUNICATIONS®, INC.

Contact:  
Mike Larson  
K Squared Communications, Inc.  
773 774 7847  
[mglarson@mindspring.com](mailto:mglarson@mindspring.com)

### **Immediate Release**

#### **“K Squared Summit” Donates \$15,000 to Chicago’s Children’s Memorial Hospital: Chicago Cub Jason Dubois Helps Fund IgA Nephropathy Research**

**CHICAGO**, May 27, 2005 – Record breaking attendance at the annual K Squared Summit brought a record breaking donation to Chicago Children’s Memorial Hospital. Surpassing the 2004 donation of \$10,243.44 by nearly 50%, the \$15,000 donation was raised at by inviting 600 guests to a Chicago Cubs baseball game and hosting pre and post game parties at The Cubby Bear.

Joining guests at the post–game party was Chicago Cub, Jason Dubois, who donated signed bats and balls, which were auctioned off to the attendees. The money will be used to fund research managed by Dr. Richard Cohn of Chicago’s Children’s Memorial Hospital.

“Kidney disease is often incurable,” said Dr. Cohn, medical director, kidney transplant program, Children’s Memorial Hospital. “With IgA Nephropathy in particular, once the kidney’s filtering units are damaged, they cannot be repaired. Treatment involves slowing the progression of the disease and preventing complications later.”

“My 13–year old daughter Abby has IgA Nephropathy, so we’ve chosen to take this dreadful situation and make the best of it by raising money and raising awareness of the illness,” said Kate Koziol, president of K Squared Communications, an award–winning, Chicago–based marketing and branding interest. “We want to encourage other parents to take their children to annual physicals to uncover this silent killer as early as possible.”

“Through efforts of organizations like K Squared Communications, researchers and clinical teams will hopefully develop more tools to learn about and fight the gripping condition,” said Dr. Cohn.

(more)

“Immunoglobulin A,” IgA nephropathy is a kidney disorder caused by unnecessary deposits of a protein inside the filters within the kidney. This chronic disease may progress over a period of 10 to 20 years, and could lead to end-stage renal disease, tantamount to dialysis or transplant.

For information on future events or sponsorship, please contact Kate Koziol at 773 774 7847 or visit <http://fusionmarketingpr.com/pages/events.html>

### **About K Squared**

K Squared Communications is a Chicago-based marketing and public relations firm specializing in promoting Chicago-area businesses and travel industry businesses in Chicago and nationwide. K Squared Communications is an award winning organization that was founded in 1997. More information about K Squared is available at [www.ksqrd.com](http://www.ksqrd.com) and [www.fusionmarketingpr.com](http://www.fusionmarketingpr.com) or by calling 773 774 7847.

# # #