



OSF Children's Hospital goes gold for childhood cancer

Available for immediate release:

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(September 8, 2025 | Peoria, Illinois) – In recognition of Childhood Cancer Awareness Month, OSF HealthCare Children's Hospital of Illinois is launching its Paint the Town Gold initiative and unveiling the new name of its pediatric cancer and blood disorder services: OSF HealthCare Children's Hospital of Illinois Cancer and Blood Disorders Institute. These efforts celebrate the courage and resilience of children with cancer while highlighting the hospital's commitment to comprehensive, compassionate care.

Every year, more than 700 children in Illinois are diagnosed with cancer – an emotionally devastating experience for families. Childhood Cancer Awareness Month honors children affected by cancer and raises awareness for additional research and support.

The new name reflects the comprehensive care already being delivered to children with cancer and blood disorders in Central Illinois. It was chosen to better represent the full scope of services provided, from diagnosis through treatment, survivorship and long-term support, while highlighting the hospital's role as a regional leader in pediatric cancer and hematology care.

The name change does not affect patient care, insurance coverage, physician referrals or the hospital's affiliation with St. Jude Children's Research Hospital in the Midwest. Families will continue to see the same trusted physicians, nurses and care teams.

Throughout September, Mission Partners across OSF HealthCare will proudly wear Paint the Town Gold shirts as a symbol of solidarity. The initiative also includes yard signs displayed throughout the community by Mission Partners, families and local businesses all month, the Murray Baker Bridge lit in gold on Monday, September 15, at 7 p.m., and a gold ribbon illuminated on the side of OSF HealthCare Saint Francis Medical Center every night throughout September. Community members are encouraged to wear gold and share selfies on social media using the hashtag #PaintTheTownGold.

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About OSF HealthCare Children's Hospital of Illinois:

Located in Peoria, OSF HealthCare Children's Hospital of Illinois is the third largest pediatric hospital in Illinois and the most comprehensive hospital for kids downstate. With 136 beds and more than 140 pediatric subspecialists, OSF Children's Hospital cares for more children in Illinois than any hospital outside of Chicago. Formally established as a pediatric hospital within the walls of OSF HealthCare Saint Francis Medical Center in 1990, OSF Children's Hospital of Illinois has more than 7,000 inpatient admissions, 75,000 outpatient specialty visits, 2,400 newborn

deliveries, and 18,000 emergency department visits each year. Learn more by visiting [childrenshospitalofillinois.org](https://www.childrenshospitalofillinois.org).