



- Advertisement -

**Trucco helps fight childhood cancer**

---

---

September 21, 2022

In recognition of National Childhood Cancer Awareness Month, [Trucco](#) announced its Produce for Life 7 initiative, created in collaboration with Medrano to benefit child cancer research at Maria Fareri Children's Hospital.

The Produce for Life 7 campaign runs during the month of September 2022. Proceeds from every purchase of kiwifruit from Trucco and limes from Medrano will be donated to make a difference.

The campaign was launched out of support for the son of a long-time Trucco employee, who was diagnosed with leukemia in 2019. He was just 8 years old. Today, he is in remission, thanks to the doctors, researchers and caregivers at Maria Fareri Children's Hospital.

Maria Fareri Children's Hospital is among the most extensive pediatric programs in the country. With unparalleled expertise and treatment approaches not often available anywhere else, their specialists have insight and knowledge matched only by their dedication and compassion.

In recognition of National Childhood Cancer Awareness Month, Trucco will match Medrano's donation for limes sold in September 2022.

- For every clamshell of kiwis a customer buys — regardless of the size — Trucco will donate 20 cents to Maria Fareri Children's Hospital.
- For every bag of limes a customer buys — regardless of the size — Medrano will also donate 20 cents to Maria Fareri Children's Hospital.

Trucco encourages produce industry members to join in supporting the teams who do so much for children and families in need of care and a cure.

To learn more or make an outright donation to Maria Fareri Children's Hospital, visit <https://give.wmchealth.org/Produce4life>

[Print](#)