



FOR IMMEDIATE RELEASE

Wilms Cancer Foundation Unveils New Branding and Dedicated Online Home for the WCF WebApp™

New visual identity and www.WilmsApp.org address make the Foundation's digital Wilms tumor information and support platform easier to recognise, find and access

WASHINGTON, D.C., USA - August 31st, 2026

The **Wilms Cancer Foundation (WCF)** has unveiled new branding for the **WCF WebApp™**, including a distinctive new logo and a dedicated online home at www.WilmsApp.org.

The new identity establishes the WCF WebApp™ as a recognisable part of the Foundation's growing digital network while the dedicated domain provides children, parents, caregivers, survivors and healthcare professionals with a simpler and more memorable way to access its mobile services.

The launch represents the next stage in WCF's commitment to making trusted information about Wilms tumor, also known as nephroblastoma, more accessible to communities around the world.

A New Identity for the WCF WebApp™

The newly unveiled logo was created specifically for the WCF WebApp™ and reflects its relationship with the Wilms Cancer Foundation, childhood kidney cancer and digitally connected information services.

The design combines three central elements:

- A stylised kidney outline representing Wilms tumor and childhood kidney cancer
- An integrated letter "W" connecting the WebApp™ with Wilms tumor and WCF
- A wireless signal representing digital access, connectivity and the delivery of information

Together, these elements create a clear visual identity that can be used across the WebApp™, mobile services, digital communications, educational resources and future awareness campaigns.

The logo has been designed to remain recognisable at different sizes, allowing it to function as both a full programme identity and a compact digital icon.

"This new identity gives the WCF WebApp™ a distinctive and immediately recognisable presence within the Foundation's international programmes," said **TJ Hodgkinson, Founder and CEO of the Wilms Cancer Foundation**.

"The kidney and the letter 'W' establish its direct connection with Wilms tumor, while the wireless signal represents the ability to provide information and support across geographical boundaries."

"The new branding is more than a visual change. It reflects the WebApp's™ purpose: connecting people affected by childhood kidney cancer with trusted information when and where they need it."

A Dedicated Online Home at www.WilmsApp.org



The introduction of www.WilmsApp.org gives the WCF WebApp a dedicated and easily remembered online destination.

Users no longer need to navigate through the Foundation's wider website before locating the WebApp™. Instead, they can go directly to www.WilmsApp.org from a compatible mobile device to access the platform and its available services.

The shorter address can be shared more easily through:

- Hospitals and treatment centres
- Parent and caregiver groups
- Healthcare professional networks
- Educational literature
- Social media campaigns
- International partner organisations
- Conference presentations
- Printed awareness materials
- QR codes and digital communications

The dedicated domain also strengthens the WebApp's™ visibility as a distinct WCF digital service while preserving its connection with the wider work of the Wilms Cancer Foundation.

Improving Access to Wilms Tumor Information

Families affected by childhood cancer often need reliable information quickly. They may be trying to understand unfamiliar terminology, prepare for medical appointments or learn more about treatment and long-term care while dealing with considerable emotional pressure.

Information can be difficult to navigate when it is distributed across multiple websites, documents and organisations.

The WCF WebApp™ has been developed to help create a more direct pathway to Wilms tumor information and digital support.

Its new online home is intended to improve:

- Ease of access
- Digital discoverability
- Mobile navigation
- Recognition of the WebApp™ as an official WCF resource
- Sharing between families and healthcare professionals
- International access to WCF information
- Connections with the Foundation's wider educational services

The change does not replace www.WilmsFoundation.org, which remains the principal website of the **Wilms Cancer Foundation and its comprehensive global information resource**. Instead, www.WilmsApp.org provides a dedicated entry point for users seeking the WebApp's mobile services.

Supporting Different Audiences

The WCF WebApp™ forms part of the Foundation's wider commitment to providing information for the different communities affected by Wilms tumor.

Its audiences include:

- Parents and caregivers
- Children and adolescents affected by Wilms tumor
- Wilms tumor survivors
- Family members and support networks
- Pediatric oncology professionals
- Primary healthcare professionals
- Researchers and students
- Patient advocacy organisations
- International childhood cancer partners

Each audience may require a different level of information. Parents may need plain-language explanations, while healthcare professionals and researchers may require access to more detailed clinical or scientific resources.

The WebApp™ supports WCF's wider approach of combining understandable explanations with appropriate clinical depth and audience-specific pathways.

Part of WCF's Digital Information Network

The WCF WebApp™ is one part of an expanding digital information network developed by the Wilms Cancer Foundation.

It connects with Foundation programmes and resources including:

- **Global Wilms Tumor Initiative™**
- **Wilms Tumor Knowledge Index™**
- **Complete Guide to Wilms Tumor**
- **Wilms Tumor AI Support Service**
- **Global Educational Library**
- Multilingual educational literature
- Parent and caregiver information
- Healthcare professional resources
- Country- and region-specific Wilms tumor information
- Wilms tumor research and clinical trial updates
- Survivorship and long-term care education

Together, these resources are intended to create a connected international information system covering the complete Wilms tumor pathway.

Topics addressed across the WCF network include:

- Wilms tumor symptoms
- Early detection
- Diagnosis and staging
- Surgery
- Chemotherapy

- Radiation therapy
- Stage 4 Wilms tumor
- Relapsed and high-risk disease
- Treatment side effects
- Nutrition and supportive care
- Survival rates
- Surveillance and follow-up
- Long-term effects
- Wilms tumor survivorship
- Family and caregiver support

Building Recognition and Trust

Consistent branding is particularly important for medical and health-related information.

A recognisable identity helps users understand that they are accessing an official resource developed by the Wilms Cancer Foundation rather than unaffiliated or unverified online content.

The new WebApp™ branding will be introduced across relevant digital and communications materials to create a consistent connection between:

- The WebApp™ icon
- The www.WilmsApp.org domain
- WCF educational resources
- Mobile access pages
- Social media communications
- International programme materials
- Conference and partner presentations

This consistency will help families and professionals identify the WCF WebApp™ wherever it appears.

Expanding Global Accessibility

Wilms tumor affects children in every region of the world, but access to specialist childhood kidney cancer information remains unequal.

Families in some countries may have limited access to pediatric oncology specialists, patient organisations or educational materials in familiar languages. Mobile technology can help reduce some of these information barriers by making digital resources available across geographical boundaries.

The WCF WebApp™ supports the Foundation's international objective of improving access to childhood kidney cancer information for communities in both high-resource and resource-constrained settings.

The dedicated domain creates a universal address that can be communicated internationally without requiring users to remember a longer internal webpage address.

Future development of the WebApp™ and its connected services will support WCF's work in:

- Multilingual education
- International awareness
- Country- and region-specific information



- Parent and caregiver support
- Healthcare professional engagement
- Research communication
- Survivorship education
- Global childhood cancer collaboration

Designed for Continued Development

The new branding and dedicated domain establish a foundation for the continued development of WCF's mobile and digital services.

As the Foundation expands its educational library, international programmes and knowledge platforms, the WebApp™ can provide an increasingly direct connection between users and relevant resources.

The identity has been designed to support future growth while remaining closely connected to the established WCF brand.

"The launch of www.WilmsApp.org makes the WebApp™ easier to locate, easier to communicate and easier to integrate into our international programmes," said Hodgkinson.

"It gives WCF a dedicated digital destination that can be shared with a parent at diagnosis, included in hospital resources, introduced during a professional presentation or accessed by someone searching for Wilms tumor information anywhere in the world."

"Our objective is to remove unnecessary barriers between people and the information they need. A clear identity and a simple online address are important steps towards achieving that."

Accessing the WCF WebApp™

The WCF WebApp™ can now be accessed through its new dedicated online home:

Website: www.WilmsApp.org

Users should visit the address from a compatible mobile device to access the available mobile services.

The Foundation's main website and complete collection of Wilms tumor information remain available at:

Website: www.WilmsFoundation.org

Information provided through the WCF WebApp™ and other Foundation resources is educational and should not replace personalised advice from a qualified medical professional or a child's treatment team.

About the WCF WebApp™

The **WCF WebApp™** is a digital information and support platform developed by the Wilms Cancer Foundation to improve mobile access to trusted resources about Wilms tumor and childhood kidney cancer.

The WebApp™ forms part of WCF's connected international network of educational, awareness and support services for children, families, survivors and healthcare professionals.



Website: www.WilmsApp.org

About the Wilms Cancer Foundation

The **Wilms Cancer Foundation** is an international childhood kidney cancer organisation dedicated to improving awareness, education, support, research communication and global collaboration for children and families affected by Wilms tumor.

Through the **Global Wilms Tumor Initiative™** and its international programmes, WCF works to expand access to trusted information, strengthen patient and caregiver education, support healthcare professional engagement and address inequalities in childhood kidney cancer outcomes worldwide.

Website: www.WilmsFoundation.org

Media Contacts:

Wilms Cancer Foundation

Telephone: +1 (778) 514 5000

email: info@WilmsFoundation.org

Website: www.WilmsFoundation.org