

NEWS

For Immediate Release



Local Children's Charity To Create a Country Getaway for Double Bone Marrow Donor

*Pure Imagination honors one special sister's selfless contributions
with a mother-daughter getaway at Serenbe*

ATLANTA (July 12, 2013) – Layla and Mark Gunn, founders of [Pure Imagination](#), are excited to create yet another once-in-a-lifetime opportunity for one very special sister, Julia Jenkins.

Designed to inspire and ignite hope, Pure Imagination is an Atlanta-based charity that encourages children to help each other. The organization works with families like the Jenkins, as they develop fundraising opportunities to give [Children's Healthcare of Atlanta](#) patients a chance to experience occasions otherwise impossible. Julia's instance is unique because she is not a patient, but rather, a hero.

Julia Jenkins' three brothers, Will, Matthew and John have all been diagnosed with Burkitts' Lymphoma, a rare disorder caused by X-linked Lymphoproliferative Syndrome. The disorder only affects males and is so uncommon that only about 100 families in the world struggle with it.

Will, Matthew and John's condition required a bone marrow transplant and lucky for them, Julia was a match for John and Matthew. William was luckily able to find a donor through the bone marrow registry. To help save her brothers, Julia underwent two bone marrow transplants in 2009, despite being an incredibly painful procedure.

Today, Julia, 12, John, 11, Will, 9, and Matthew, 7, are living happy and healthy, but Julia's sacrifice has not gone unnoticed by crews at Children's Healthcare of Atlanta and Pure Imagination.

To thank Julia and honor her contributions to not just her brothers, but her entire family, Pure Imagination is planning a magical mother-daughter getaway experience at [Serenbe](#) to on July 25. Located in Palmetto, Ga., Serenbe is a 1,000 acre urban development housing a sustainable community, boutique inn, restaurants featuring locally sourced food, curated shops and a thriving farm. During their getaway experience, Julia and mom, Christy, will enjoy all that Serenbe has to offer, including horseback riding, spa treatments, afternoon tea, feed farm animals and much more.

Layla and Mark Gunn are also proprietors of all four Atlanta-area Melting Pot locations and have vowed to help Will, Matthew and John with their fundraising efforts to pay for their sister's excursion to Serenbe. To do just that, the Melting Pot has introduced a limited edition [Pure Imagination cabernet](#) and 100% of sales will benefit the adventure. The wine is available exclusively at all four Atlanta-area Melting Pot locations.

"I believe it's important to teach children to be compassionate toward other children in less fortunate circumstances and pay it forward," said Layla Gunn. "Hope is achieved when we are able to forget our troubles, even just for a day, and enjoy a special moment. That is why we created Pure Imagination."

About Pure Imagination

Pure Imagination, which launched Spring 2010 from the inspiration of Mark and Layla Gunn is a 501(c)(3) non-profit organization. The vision of the group is built around three core values. Pure Imagination encourages generous children to form lifelong friendships with sick or injured children by sharing experiences allowing these children to escape hospitals, protocols, intense scheduling and difficult daily challenges and embrace hope by creating lasting memories beyond their imagination. Pure Imagination is now accepting nominations for qualified children. For more information on nominating a child, making a donation or scheduling a fundraiser, please visit us online at www.pure-imagination.org.

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