

## **Barcelona will be home to Europe's largest paediatric oncology centre**

- The drivers behind the project (Hospital Sant Joan de Déu, the Leo Messi Foundation, the FC Barcelona Foundation and the IESE Business School) are launching a campaign to involve locals and companies in the financing of this new world reference centre
- The campaign aims to raise 30 million euros
- In a second phase, the target is to raise another 30 million euros to incorporate proton radiation therapy, a latest generation treatment that is currently not available in Spain or in many other countries in the world

**Barcelona, 15 February 2017.-** Hospital Sant Joan de Déu, with the support of the **Leo Messi Foundation, the FC Barcelona Foundation and the IESE Business School**, is about to start a campaign aimed at collecting, through donations, the 30 million euros needed to build the largest paediatric oncology centre in Europe. The aim of the campaign is to raise awareness among both the public and companies to encourage them to contribute and help pay for this great centre that will benefit all children with cancer.

The new **SJD Paediatric Cancer Center Barcelona** is going to be in a 5,137 square-metre, four-story building that will be able to see 400 patients a year. The centre will have 8 suites for haematopoietic stem cell transplantation and will be equipped with the latest state-of-the-art technological advances.

In a second phase, once an additional 30 million euros have been raised, the aim of the hospital is to incorporate an innovative radiotherapy treatment with protons that is not currently available in Spain. This therapy, intended for patients with brain tumours, allows direct radiation of the area to be treated and so causes less damage to surrounding healthy tissue.

Work on the new centre is expected to commence in the third quarter of 2017 and the start-up of the first phase is expected in the third quarter of 2018.

**Why do we need to have a large paediatric oncology centre?**

We need it to be able to make advances in the investigation of new less-aggressive treatments, to train paediatric oncologists and to be able to look after more children suffering from cancer.

Childhood cancer originates during the formation of organs and tissues when the human body is developing, and it is completely different from cancer in adults. It cannot be prevented, so you cannot screen for it, and treatments can cause serious aftereffects in patients. It is also obviously the type of illness which has a huge emotional impact on children and their families.

### **Why at Sant Joan de Déu?**

Hospital Sant Joan de Déu specialises in maternal and child care and is an internationally renowned centre for the treatment of certain types of cancer. It sees more cases of childhood cancer than any other hospital in Spain and has some of the highest figures in Europe: 215 new cases every year and 70 relapses or requests for second opinion.

Sant Joan de Déu is one of the few hospitals in Europe to have an exclusive bank of paediatric tumours, and that translates into great research potential. Its practitioners apply a translational research model that combines provision of care with research in such a way that patients can benefit from advanced treatments as early as possible. For example, the hospital is conducting the first immunotherapy-based trial with dendritic cell vaccines for diffuse brain stem glioma (a cancer that is currently incurable). Thanks to this model, Sant Joan de Déu's Oncology & Haematology Department achieves very high cure rates. Currently, 80% of cancer patients treated at the hospital beat the disease.

### **What does the campaign consist of?**

The #paralosvalientes campaign aims to raise awareness and involve all of society. Anyone can collaborate according to their means: from individuals to companies or foundations; from individual contributions to other types of initiatives, such as offering your customers the chance to donate a euro to the cause in their purchases or helping provide employees with ways of collaborating.

The FC Barcelona player Leo Messi was the first to support the campaign and has called upon the rest of the world to make a small gesture: paint your face like a warrior to help "stand up to" childhood cancer. This is the message that is the focus of the campaign video.

### **How do you make a donation?**

Members of the public:

- By bank transfer: ES97 2100 5000 5302 0015 9389
- By phone on +34 902 04 04 04
- By Internet [www.paralosvalientes.com](http://www.paralosvalientes.com) and [www.fundacio.fcbarcelona.cat](http://www.fundacio.fcbarcelona.cat)

Companies:

By email [paralosvalientes@sjdhospitalbarcelona.org](mailto:paralosvalientes@sjdhospitalbarcelona.org)

[Logo: Leo Messi Foundation] [Logo: FC Barcelona Foundation] [Logo: IESE Business School]