

Beat: Health

RACE DAY - IMAGINE FOR MARGO - CHILDREN WITHOUT CANCER ASSOCIATION

PRESS CONFERENCE WITH FAMOUS ARTIST MIKA

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USPA NEWS - "Go, Fight, Win!" is the message left by Margo, a teenager, found in her books after she died. The mission of the association founded by Margo's mother, "Imagine For Margo" is to collect funds to help finance specific research programs that focus on finding innovative...

"Go, Fight, Win!" is the message left by Margo, a teenager, found in her books after she died. The mission of the association founded by Margo's mother, "Imagine For Margo" is to collect funds to help finance specific research programs that focus on finding innovative and more effective treatments against pediatric cancer.

The association "Imagine For Margo" is also about raising awareness about Childhood Cancer, it's status as the number one killer disease for children and the chronic underfunding of Childhood Cancer research.

Objectives of the association "Imagine for Margo" :

- To collect funds to help finance specific research programs that focus on finding innovative and more effective treatments against pediatric cancers.
- To raise government awareness and push for changes in legislation in order to obtain dedicated funding for pediatric research and reduce the administrative burden blocking treatment innovation.
- To promote collaboration between researchers, pharmaceutical industries, legislators and parents' associations to speed up research on pediatric cancers and long-term follow-up of children and adolescents.
- To help families and children hospitalized with cancer and improve their well-being during treatment.

The new 2015 communication campaign is called "little warriors" and signed by famous photographer Peter Lindbergh. The International artist Mika is also part of this campaign by using his image and fame to support via posters and short films distributed to media.

Each year, 35,000 children and adolescents are diagnosed with cancer in Europe (2,500 in France) and 13,500 in the US. 25% will die from it. Current research is primarily focused on adult cancers, with only 2% of funding allocated to pediatric cancer. Yet, childhood cancers are not the same as adult cancers and they therefore require different treatments.

On Sept. 27, 4th Edition Race "Children without Cancer" at Domaine National de Saint-Cloud.

www.imagineformargo.org

Article online:

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