

GET THE PICTURE OF MY DREAM



SIOP EUROPE 2021



Samira Essiaf
Ceo SIOP Europe

DEAR MAECENAS,

One would expect that it should be “children first” but sadly too often it is “children last”. There are serious inequalities in access to the best available care and expertise for Childhood Cancer across Europe.

Too many young lives are lost to the disease:

- **Every 15 minutes** in Europe, parents receive the devastating news that their child has cancer
- **Over 6.000 children and young people** are dying from childhood cancer every year
- **Each year there are 35.000 new cases** of childhood cancer in Europe
- There will be **500.000 long-term survivors** of childhood cancer in Europe by 2025. This compares to the population of Antwerp or Lyon
- Despite this survival rate, **two-thirds of survivors have late side effects of treatments**, which are severe and impact on the daily life of half of those affected





The challenges are big, but our aspirations are even bigger. SIOP Europe & CCI Europe (European Parents, Patients & Survivors organization) work hand in hand Beating Childhood Cancer:

→ **Cure More and Better**

→ **Towards zero deaths and zero late effects in 2035**

Together with CCI Europe & Kinderkankerfonds we would like to give these children & young people a voice by creating a Picture of their dreams because a picture is “worth a thousand words”.

By supporting this great initiative “Get the picture ... of my dream” you will be part of the solution to ensure the best possible care and outcome for all children and young people with cancer in Europe as well as better survivorship care*. You will be giving the life changing gift of a brighter future for our children and young people with cancer.

Thank you so much for your time & generosity,

Samira Essiaf
Ceo SIOP Europe

* **The revenue of this project will go entirely to research & educational projects of SIOPE, CCI Europe & Kinderkankerfonds**



WHO IS



CCI Europe

CCI Europe is the biggest pan-European childhood cancer parents' and survivors' organisation. It represents childhood cancer parents' and survivors' groups and other childhood cancer organisations.

More on www.ccieurope.eu



Kinderkankerfonds

Kinderkankerfonds ensures a better quality of life for children with cancer and their families. In order to motivate these children and their parents and to make the treatment tolerable, much extra care is needed.

More on www.kinderkankerfonds.be



SIOP Europe

The European Society for Paediatric Oncology is the only pan-European organisation representing all professionals working in the field of childhood cancers. SIOP Europe is leading the way to ensure the best possible care and outcomes for all children and adolescents with cancer.

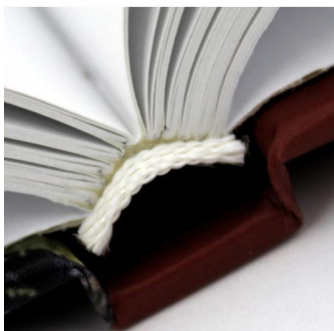
More on www.siope.eu



COLLECTORS ITEM

THE IDEAL STAKEHOLDER PRESENT

Launch in
the mids of
September
2021



- A luxury art book
- 35 portraits shot @ 3 Belgian Hospitals
- Capture the essence of beauty of young people & their care-takers
- Editorial by Pamela Kears & Ursula von Der Leyen

2021 local kick-off in Belgium
2022 aim for the 27 in Europe

Pictures by photographer Dirk Lambrechts

Dirk Lambrechts's photos are a personal reflection inspired by the currents that flowed through it. An important aspect of Dirk Lambrechts' work is his quest for simplicity. This leads him to dive more and more into the main spirit of his images.



Previous projects & exhibitions: **Flemish Light** (Paris), **Bozar** (Brussels), **15 Best Photobooks of Belgium**, Newspaper *De Morgen*, Column "Salvaged" for 26 weeks. A homage to his late father of whom he inherited 2 original blankets of WW2.



SPONSOR PACKAGES



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Logo mention in book	✓	✓	✓	✓
Free books	10	15	25	40
Personalization cover	-	-	-	✓
Personalized Company pagina	-	-	✓	✓
Sector exclusivity	-	-	-	✓
Press moment attendants	2	4	6	8
Logo Listing communication	-	✓	✓	✓
Interview SIOP owned media	-	-	✓	✓
Presentation SoMe Paid Media	-	✓	✓	✓



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