

Vienna, 5th March 2008**Overcoming Cancer with Research:****EU-funded project to arouse the most public attention to childhood cancer research**

OVERCOMING CANCER WITH RESEARCH is an EC-funded project. The project was created to disseminate issues of childhood cancer and research to the general public. Officially launched on March 1st 2008, the science communication initiative will last for two years.

The project team aims at demonstrating the diverse relationships between the success of childhood cancer research and the increase in the survival rates of children and adolescents diagnosed with cancer, making these direct links comprehensible to the public. The project partners strive to sensitise the general public to the situation, issues and needs of childhood cancer patients and survivors by conveying the benefits of childhood cancer research to society through multiple activities.

The consortium is composed of the Austrian St. Anna Kinderkrebsforschung (Children's Cancer Research Institute), the St. Anna Children's Hospital, specialised in pediatric tumour biology and oncology, the German Childhood Cancer Foundation and the Otto Pammer Filmproduktion.

Today 3 out of 4 children and adolescents, who would have been considered incurable about 40 years ago, can be saved.

Childhood cancer specialists and cooperative research efforts have achieved great success over the last few decades by developing new and better diagnostic methods, drugs and treatments. Despite high cure rates, cancer is still a life-threatening disease and after accidents the second most common cause of death in children.

Cure is often only achieved with toxic treatments which may cause short-term and long-term side-effects (major organ toxicity, developmental abnormalities, second tumours), reducing quality of life for childhood cancer survivors.

To save children's lives is not only worth while, but also an investment into the future of our society. Optimal treatment of young patients with leukemias or other malignant diseases is only possible, if the most powerful recent research possibilities in medical sciences are applied - especially, since these tumours have special characteristics discriminating them from tumours of the adulthood.

There is an urgent need to uncover new and less aggressive treatments to offer an individual solution for every child diagnosed with cancer and improve quality of life for those who have overcome cancer at a young age.

To achieve this goal, further private donations and public funds provided for childhood cancer research are essential.

For detailed information about *Overcoming Cancer with Research*, please visit <http://www.overcomingcancerwithresearch.eu>

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