



Daisy's Eye Cancer Fund

A Global Response To Childhood Retinoblastoma

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NEWS RELEASE

For immediate use

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US singer brings music of hope to local children's cancer charity during Brain Tumour Awareness Week.

South Oxford Community Centre will be filled with the music of hope on Saturday, October 27th, when American singer/songwriter and brain tumour survivor, David M Bailey comes to town to support local children's charity, Daisy's Eye Cancer Fund .

David will bring the first International Brain Tumour Awareness Week to a meaningful acoustic close during a concert at South Oxford Community Centre on Lake St. The concert aims to turn the spotlight on children in less developed countries, who face death from eye cancer that has spread to the brain due to late diagnosis and lack of access to appropriate medical care. Proceeds from the "Message of Hope" concert will help fund development of a sustainable model awareness campaign in East Africa, to stimulate early diagnosis and referral and treatment that can prevent retinoblastoma from spreading to the brain.

David grew up in Beirut, surrounded by the instability and tragedy of Lebanon's civil war. Completing his secondary education in Germany, he spent weekends as a street musician and part of a touring ensemble.

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US singer and brain tumour survivor brings musical hope to Oxford. (p2)

As a young adult and family man, he laid down his guitar to enter the corporate world, until he was struck by a killer brain tumour at age 30. The diagnosis inspired him to rediscover his first love of songwriting and performing. With passionate beliefs and his credo to “love the time”, he defiantly challenges his brain tumour diagnosis of over a decade ago.

“David and his music are so full of the beauty of this world – the ability to find hope in seemingly impossible situations” says Abby White, Chief Executive of Daisy’s Eye Cancer Fund. “We are delighted that he is giving his time freely to help raise awareness and vital funds for children who are less fortunate than those in developed countries. As one of David’s songs tells, ‘hope knows no boundaries, and faith no borderline’, and together we can bring that hope even to children with cancer in Africa, to their families and those who work diligently to care for them.”

Retinoblastoma is a highly curable cancer, and 96% of children are cured in England and other developed countries. However, the diagnosis is frequently a death sentence in the developing world, even though curative treatment is available in these countries. Increased Awareness is crucial to saving more lives in these resource-limited settings.

For more information, visit www.daisyseyecancerfund.org, or contact Abby White at abby@daisyseyecancerfund.org or 01865-243-654. Donations can be made online at www.daisyseyecancerfund.org/donate.

ENDS



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Editor's Notes:

- **Message of Hope Concert details:** Entry is a minimum donation of £5. The concert will begin at 1.30pm. South Oxford Community Centre is located on Lake Street, off the Abingdon Road.
- **Retinoblastoma** is a cancer of the developing retina that can affect one or both eyes. Tumours typically develop before the age of 4 years, and some babies are both with this cancer. Vision saving treatments include laser, freezing therapy, chemotherapy and radiotherapy. Many children undergo surgical removal of the eye to protect their life. Untreated, this cancer is fatal.
- **Daisy's Eye Cancer Fund** is a registered charity in England and a special fund within the charitable foundation of SickKids Hospital, Toronto, Canada. The organisation supports vital awareness campaigns, clinical research, and the development of novel approaches to sustainable, locally managed care for children in resource-poor countries, so that many more children can be saved. www.daisyseyecancerfund.org
- **David M Bailey** is a singer/songwriter and survivor of glioblastoma multiforme. His story of survival against all the odds, and his remarkable music career have been featured on America's CBS News/48 Hours, 60 Minutes, Fox/Health, Family Health channel and NPR. In May 2003, he won the prestigious Kerrville New Folk songwriting competition. He will make a number of musical appearances in the south east during International Brain Tumour Awareness Week These include concerts at the Royal Marsden Hospital and the Children's Trust in Surrey.
- **International Brain Tumour Awareness Week** (21-27 October), organised by the Surrey-based International Brain Tumour Alliance (IBTA), is a global awareness raising campaign to highlight the challenges of brain tumours. For further information about the International Brain Tumour Awareness Week and David M Bailey's other UK appearances, contact Kathy Oliver, IBTA Secretary, at kathy@theibta.org, or telephone: 01737 813872.