



Daisy's Eye Cancer Fund

A Global Response To Childhood Retinoblastoma

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NEWS RELEASE

For immediate use

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Local children's cancer charity to participate in ground-breaking world retinoblastoma conference.

Care for childhood eye cancer patients in developing countries will be top of the agenda later this month when the Chief Executive of Oxford based Daisy's Eye Cancer Fund represents the interests of children in Africa at "One World: One Vision" in Memphis, Tennessee.

This international symposium takes place on 25-26 January at St Jude Children's Research Hospital, a world leader in the study and treatment of children's cancer. The hospital's unique International Outreach Program aims to improve survival rates of children with catastrophic diseases worldwide, through the transfer of knowledge, technology, and organisational skills.

Abby White, co-founder and Chief Executive of Daisy's Eye Cancer Fund, has been invited to contribute to the round table discussions on development of effective treatment programs in developing countries. Miss White will be the only member present speaking on the challenges of caring for affected children in sub-Saharan Africa, a continent largely outside the international paediatric oncology community.

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World Retinoblastoma Conference. (p2)

Miss White, whose father was diagnosed with retinoblastoma as a baby in Kenya, welcomes the conference as a crucial step towards improving care for thousands of children with eye cancer who struggle to access vital life and sight saving therapies.

“Major global disparities in retinoblastoma survival are unacceptable” she says.

“Access to vital medical care is a basic human right. One World: One Vision will create an essential forum for the exchange of information and knowledge from different regions of the world. This can help our World Retinoblastoma community move one step closer to optimal care for all children. I am delighted to have been asked to take part in such an important symposium.”

The invitation came in response to a letter sent by Daisy’s Eye Cancer Fund to St Jude last month, expressing concern over misleading comments in a November 2nd news release from the hospital. The release highlighted advances in research of a possible new retinoblastoma treatment but, in the opinion of DECF board members, did not accurately represent the potential global impact of this therapy. The [original press release, and response](#) from Daisy’s Eye Cancer Fund, can be read on the organisation’s website.

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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World Retinoblastoma Conference. (p3)

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Editor's Notes:

- **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.
- **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
- **St Jude Children's Research Hospital** is a world leader in the research and treatment of childhood cancers, including retinoblastoma. The hospital's International Outreach Program is currently working with teams in Mexico, Central and South America and Jordan to provide quality medical care for children in these countries. www.stjude.org