

Seven questions with Inge de Bruijn, KiKa ambassador.

• Why did you decide to become KiKa ambassador? And how did this happen?

"I'm very aware of how happy I am and that I owe everything to my health. Children are a very vulnerable group and right now they are especially threatened. I donated the swimsuit I wore when I swam my Olympic records to the auction at the 'Quality of Life' gala and it went for over 18,000 euro! At that event I told Prof. Rob Pieters of the Sophia Children's Hospital that I was interested in making a permanent contribution to this cause."

• What sorts of things do you do for KiKa?

"I visit the hospitals. I help in developing the communication that's designed to raise awareness about KiKa. In effect I'm the spokesperson that's calling on businesses and consumers to become donors."

• What do you and KiKa need?

"We are looking for contributions from donors, free publicity in the media and businesses that sponsor us. For example, we were given TV and radio broadcast time on IP, HMG, Ster and Sky Radio. Metro helps us by giving us free advertisements. Some of the companies that sponsor us are Toys'R'Us, MSD, Batavus and Fortis. But we also get help from lots of really great actions from everyday people. Sponsored walks, world record attempts, jubilees... too many to mention really."

"And another thing we can really use are volunteers. All it takes to sign up is to send an e-mail to info@kika.nl."

• What are the plans for the immediate future?

"We are still a young group, and we have to keep working on raising our profile. We also approach individuals regularly and ask them to become donors, and we are always developing actions with



Inge reading and playing in the Sophia Children's Hospital

businesses. And of course another great thing is our annual auction! We auction small works painted by famous Dutch people with patients, and this brings in a lot of money."

• Does KiKa get support from other sources, such as the Ministry of Public Health?

"No, KiKa has to do it all on its own. And actually, we like it that way. Government funding does not give you any kind of guarantee at all. So we are fully dependent on donors and the business sector."

• And where are you now with the research?

"We are happy to say that we are now funding ten studies. One study (the Later study) we are conducting in cooperation with the KWF. In addition to that study we are doing a study in each of the seven child cancer centres."

• Is there a wish you'd like to make come true for KiKa?

"Of course! I hope that more individuals and businesses support us. Because the sooner we reach our goal, the sooner we can improve children's chances of being cured. And that's my biggest wish!"



KIKA 'Kinderen Kankervrij'
(Children Cancer-free). Less pain, less struggle. More cure, more quality.
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Accountnr. 8118

PROCEEDS GO TO THE CENTRES FOR CHILD ONCOLOGY: SOPHIA IN ROTTERDAM, EMMA IN AMSTERDAM, BEATRIX IN GRONINGEN, WILLEM-ALEXANDER IN LEIDEN, M.C. MEDICAL CENTRE IN AMSTERDAM, ISMCS/ST. RADBOUD IN NIJMEGEN AND WILHELMINA IN UTRECHT.

Help children with cancer to cure faster

'Doesn't this little champion more than deserve a gold medal for her fight against cancer?'

Inge de Bruijn 😊

Inge de Bruijn, KiKa ambassador
Olympic Champion Speedswimming



Inge de Bruijn with patients.

KIKA
GIRO 8118

“Right now we have a fantastic opportunity to cure more children with cancer with fewer side effects!”



Prof. dr Tom Voûte,
child cancer specialist
and KiKa chairman

Thanks to information from now-completed gene research, we are convinced that we can develop new treatments that can cure child cancer not only more often but ‘friendlier.’ But it does mean that we absolutely have to start innovative research specifically focused on child cancer.

KiKa (Kinderen Kankervrij) is soliciting extra funds for this special research that could help children to beat cancer faster. Extra, because the available funding is not adequate for the innovative research needed.

Curing

In the last forty years, we have made great strides in the fight against cancer. Many cancer

Less pain, less struggle. More cure, more quality for children with cancer.

patients can be cured by chemotherapy, drugs, surgery and radiation treatment. In my early years the cure rate was only 25%; now we are up to 75%. But we can't go much higher than that with existing treatments. And we very much want to get closer to 100%. Because 75% may seem high, but that still means that one out of four children with cancer will die from it.

Genes: the key

We are at the dawn of a dramatic change in medicine. A massive international study has unraveled the human gene. As soon as we are able to understand human genetics even better, we will be able to develop new treatment methods. We will be able to diagnose abnormalities earlier.

Tailoring the treatment to the patient

Through innovative research, we have discovered that some types of cancer respond to much smaller amounts of medicines, while other forms do not respond at all. This means we are getting better and better at tailoring the type and amount of



treatment to the patient. But this improvement alone is not enough to allow us to reach our goal: a pronounced increase in the cure rate.

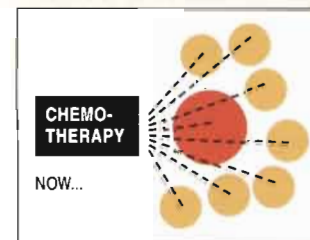
Funding needed for innovative research

One of the most important studies that we want to fund concerns the damage that chemotherapy still causes to healthy cells surrounding cancer cells. In some cases chemotherapy has immediate and nasty side effects, while in others these side effects are revealed only years later. Heart and

kidney problems are just two examples. So we need to develop a therapy that destroys only cancer cells and spares healthy cells.

Research into eliminating damage to healthy cells during chemotherapy

- CANCERCELL
- HEALTHY CELLS



Donate

Help children with cancer reach the cure in record time. With your contribution you give them the chance to experience less pain and struggle, and more curing and quality.