

# 2017 WHITE PEARL BALL CONTINUES QUEST TO SUPPORT UNDER-FUNDED BRAIN CANCER RESEARCH

Bank of Sydney joins the White Pearl Ball 2017 as new major corporate partner in support of the Sydney Neuro-Oncology Group.

The 3rd annual SNOG fundraiser aims to combat most under-funded bu

Sydney, Australia, 6 October 2017: Sydney Neuro-Oncology Group (SNOG) today announced that BANK OF SYDNEY is joining THE WHITE PEARL BALL 2017 as its newest and biggest corporate partner. As part of the Bank's wider commitment to support the community and charitable organisations, Bank of Sydney will have a significant presence at the Ball and is expected to provide SNOG with significant exposure across its many branches around the State and in ongoing communications with its customers. Having announced that the WHITE PEARL BALL 2017 will take place on November 11th at the Westin Sydney, SNOG will continue its important work in support of brain cancer research. Now in its 3rd year, the event raised \$153,000 last year alone through the generous support of guests, donors and sponsors that attended the event. Donations collected at the Ball will fund a new brain cancer research position within SNOG. Established in 2000 by eminent neuro-surgeons, Dr Raymond Cook and Dr Michael Biggs, who were soon after joined by medical oncologist Associate Professor Helen Wheeler, SNOG's research program is located at the Bill Walsh Cancer laboratory in the Kolling Institute of Medical Research on Sydney's Royal North Shore Hospital campus. Dr. Cook, Dr. Biggs and Associate Professor Wheeler to this day remain on the Board, directing 100% of donations received to SNOG's 3 Pillars - Research, Education and Patient Support. Notable contributions have also been made by Assoc. Professor Michael Back, Assoc. Professor Mustafa Khasraw, the recently appointed Dr. Jonathon Parkinson and Board members outside of the medical team. Established by Suzane Peponis-Brisimis in 2015 following the loss of her mother to a brain tumour, The White Pearl Ball has quickly become a much-anticipated event on the Sydney social calendar. "The White Pearl Ball is held in honour of all who have succumbed to brain cancer, those who are currently struggling and all their loved ones. The Ball honours the enormous contribution made by those in the medical profession who treat these patients and support their families and to the researchers who devote their lives to finding solutions," said Suzane Peponis-Brisimis, Director of SNOG and the White Pearl Fundraiser. In addition to major prize sponsorships, the broader exposure created through the annual charity fundraiser has also seen sponsors such as Alcatel Mobile broadening their involvement with the organisation to include taking up a \$35,000 PhD Scholarship, funding promising research by SNOG PhD student Angela Cho. As the leading cause of cancer death in people under 39 years and accounting for more than a third of cancer deaths in children under the age of 10, brain cancer is one of the most under-studied of all cancers. The reality is that brain cancer receives less than 5% of government funds allocated to cancer research funding. "It is truly heart-warming to witness the overwhelming support we receive from our partners and supporters each year, through sponsorships, contributions and donations. Our sincere thanks to all. We are particularly excited about partnering with Bank of Sydney for this Ball and look forward to working closely with the Bank of Sydney team. We also thank Sam Skontos and Alcatel Mobile for the significant donation made at the 2016 Ball and for the ongoing support, as a major prize donor, of the upcoming 2017 Ball." With the newly signed partnership agreement with SNOG now official, Mr. Michaelas, CEO at Bank of Sydney, was full of praise for SNOG and the important role that it plays. "We would like to congratulate Suzane and her team for all the hard work they put into SNOG. They have inspired Bank of Sydney to get involved, and we want to encourage the community and our customers to support this effort for the well-being of patients whose lives are affected by brain cancer and their families. We are proud of this partnership and we hope that we will help attract more funds and raise awareness for SNOG" said Mr. Michaelas, CEO of Bank of Sydney. The White Pearl Ball will be held at Westin Sydney on November 11th. For tickets, donations, or if you require any further information, please contact Suzane on 0418 238 723 or email her at [suzane@wffundraiser.com.au](mailto:suzane@wffundraiser.com.au). About the Sydney Neuro-Oncology Group: The Sydney Neuro-Oncology Group (SNOG) is a charitable organisation that aims to improve the management of brain tumours through targeted research, information sharing, constant scrutiny of treatment options and through education and ongoing support for patients and their families. For more information, go to [www.snog.org.au](http://www.snog.org.au) About Bank of Sydney: Bank of Sydney has been operating in Australia under a full Banking Licence since April 2001. With branches in Sydney, Melbourne and Adelaide, we work closely and personally with our customers to understand and exceed their individual needs, which fulfils our vision to become Australia's only true relationship Bank. Bank of Sydney has a remarkable record of investing in and engaging with the broader community as part of its corporate social responsibility initiatives. For further information go to <https://www.banksyd.com.au/>

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