

CHILDREN'S CANCER INSTITUTE REBRANDS TO CELEBRATE 30 YEARS OF DEDICATED RESEARCH

Internationally renowned medical research organisation, Children's Cancer Institute, has launched a new look to celebrate 30 years since its lab doors first opened.

The Institute's new brand brings to life the work of its dedicated researchers behind the lab door, and its ultimate vision to save the lives of all children with cancer.

"While our brand may have changed, our purpose certainly has not," says the Institute's Executive Director, Professor Michelle Haber AM. "Our focus on finding a cure for childhood cancer is stronger than ever.

"When I was appointed as the first scientist in the new laboratories of Children's Cancer Institute 30 years ago, the idea that we would one day contribute directly to curing childhood cancer was just a hope and an aspiration.

"Today, we no longer just hope to do it – our research is already directly impacting the survival of children with cancer and we are absolutely confident that one day we will achieve our goal.

Children's Cancer Institute is at the forefront of a new era in childhood cancer treatment known as personalised medicine – which we believe is the key to improving survival rates and giving children with cancer the best possible quality of life.

"Sixty years ago, cancer was almost always a death sentence for a child. Today, as a result of medical research, eight out of ten children survive," continued Prof Haber.

"This is why our work is vital. It's up to us to make sure that our discoveries continue to progress into new treatments for kids as quickly as possible."

Founded by two fathers who met in an oncology ward while their children underwent treatment for leukaemia, Children's Cancer Institute is the only independent medical research institute in Australia wholly dedicated to childhood cancer.

Chief Paediatrician of NSW, Professor Les White AM, said: "As someone who has been involved with Children's Cancer Institute from the very beginning, it is wonderful to see the impact of its work.

"Children's Cancer Institute has made significant, world-renowned discoveries in its 30 years, which contribute to saving children's lives. The Institute's work is imperative in our fight against childhood cancer."

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About Children's Cancer Institute

Children's Cancer Institute is the only independent medical research organisation in Australia dedicated 100% to childhood cancer research, existing solely to cure childhood cancer and improve the quality of life for survivors. The Institute was originally known as The Children's Leukaemia and Cancer Foundation and was established in May 1976 by a dedicated group of parents and doctors of children with cancer. Children's Cancer Institute opened its own research laboratories in 1984 and has since grown to employ more than 195 staff and students, establishing a national and international reputation for scientific excellence. For more information, visit www.childrenscancerinstitute.org.au.

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