



Sonae Sierra and Acreditar join forces to build a home for children with cancer

Cancer affects people of all ages, and although children are less prone to the disease, they can suffer from severe forms of cancer and need special medical care. Acreditar is an association for the parents and friends of children with cancer. Its objective is to provide the necessary means for children with cancer to have the same chances in life as healthy children, so that they can have a fulfilling life.



Sonae Sierra has a commitment to supporting local communities in the locations where the Company operates, and in September 2011 we launched a campaign with Acreditar to create awareness and raise funds for the construction of an Acreditar home in Porto to host around 220 families of children with cancer from the northern region of the country, during the periods of out-patient treatment at the Portuguese Institute of Oncology and the S. João Hospital in Porto.

Called 'Música por uma Ca(u)sa' ('Music for a Cause, for a Home'), the campaign involved the use of music to collect donations from the public, including visitors to our shopping centres in the Porto region. Sonae Sierra raised a total of €40,608 for the campaign and, due to the high profile it received, was able to motivate other companies, including some of our tenants, to offer support in the form of in-kind and monetary donations and partnerships for fundraising campaigns.



"The impact these homes have had on the lives of these families that are in a very difficult situation at various levels, is extremely important. The emotional effort is quite high, not only due to the severity of the disease, but also to the time that families spend away from their regular lives. Our purpose is to ease this suffering, mobilising the required efforts to build adequate venues to give the best possible support to these families." - João Bragança, President of Acreditar