



FOR IMMEDIATE RELEASE

Eva Longoria Parker Participates in 5k Run/Walk to Raise Money for Children with Cancer and Offers Support to Friend and News Anchor Fernando Del Rincón's Cancer Diagnosis

Eva Longoria Parker participated in the Inaugural Stand for HOPE! Run / Walk while lending support to her friend Fernando Del Rincón who announced his recent cancer diagnosis.

LOS ANGELES, California, May 31, 2008 – PADRES Contra El Cáncer, an organization dedicated to improving the quality of life for children with cancer and their families, hosted its inaugural Stand for HOPE! 5k Charity Run/Walk at the Los Angeles Memorial Coliseum. National Spokespersons Eva Longoria Parker, star of *Desperate Housewives*, and Fernando Del Rincón, news anchor for Univision's *Primer Impacto*, joined close to 800 runners, walkers and onlookers in raising more than fifty thousand dollars that will be used to expand services to families who have a child with cancer in the greater Los Angeles area.

"I am so happy that today was such a wonderful success. This was our inaugural run/walk and it was rewarding to be amongst almost 800 people who found a common cause in PADRES Contra El Cáncer and their support of children with cancer and their families," remarked PADRES National Spokesperson Eva Longoria Parker.

Eva Longoria Parker also showed her support for her colleague Fernando Del Rincón, also a spokesperson for PADRES Contra El Cáncer, who shared for the first time his recent cancer diagnosis and his personal experience. "I was shocked to hear about Fernando's diagnosis. It is great that his cancer was caught in its early stages. That's why it is so important for everyone, including children, to have regular health exams," stated Eva Longoria Parker.

Only 3 weeks after his surgery to remove a cancerous tumor in his bladder, Fernando Del Rincón joined the hundreds of runners in running the Inaugural Stand for HOPE! 5k. "I know first-hand the fears every family experiences with a cancer diagnosis. I know what each child feels and fears. I also understand ever more so, why PADRES is such an important organization for so many people. I thank PADRES for supporting me through this difficult time and for helping me understand the diagnosis, advocating for me and for providing me with emotional support. They did for me what they have done for thousands of children and families for the past 23 years," remarked Del Rincón. "Today I am blessed to be a cancer survivor."

About PADRES:

PADRES Contra El Cáncer (PADRES) is an organization committed to improving the quality of life for Latino children with cancer and their families. PADRES programs, activities and services, while primarily oriented to the Latino community, serve childhood cancer patients from ALL races and ethnic origins. No family is turned away. Celebrating over 23 years of service, PADRES brings

together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders as well as effective methods for treatment. Please join our spokespeople Eva Longoria Parker and Fernando Del Rincón in the fight against childhood cancer. To learn more about PADRES, visit www.IAmHOPE.org.

CONTACTS: Maribel De La Torre
PADRES Contra El Cáncer (PADRES)
Tel 323.850.7901 ext. 224
Cell 818.581.5458
mdelatorre@IAmHOPE.org