



FOR IMMEDIATE RELEASE

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PADRES Contra El Cáncer to Host its 10th Annual Posada Holiday Celebration for Children with Cancer

Forty tons of snow, celebrity guests and musical performances to be celebrated by pediatric cancer patients in the greater Los Angeles area.

Glendale, CA - PADRES Contra El Cáncer, an organization dedicated to improving the quality of life for Latino children with cancer and their families, will host its Annual Holiday Celebration for Hematology & Oncology patients this Saturday, December 13, 2008.

Children with cancer and their siblings will enjoy an afternoon playing and sledding amongst 40 tons of snow while enjoying musical performances and celebrating holiday traditions. In addition to the snow, the event will also feature arts and crafts, a traditional Mexican holiday meal, holiday family portraits, and live entertainment by Mariachi Reencuentro, Tierra Blanca Dance Company and Los Famosos del Norte.

A special appearance will be made by cancer survivor and PADRES National Spokesperson, Fernando del Rincón who will serve as the event's Master of Ceremonies. This past March del Rincón was diagnosed with cancer. Despite his condition, his support never faltered nor did his active involvement to raise awareness for the needs facing Latino children with cancer. Over the years, del Rincón has become the recognizable face behind children's issues both in the United States and abroad.

"Every year I look forward to Posada to see the smiles and laughter of the children. Their joy is the gift that I look forward to every Christmas. This year as we celebrate together, the children and I will share a special bond and a unique appreciation for life. The children are my inspiration," stated del Rincón.

Del Rincón will also be joined by Kevin Ingram, wide receiver/defensive back for the Los Angeles Avengers Football team; and Enrique Gutierrez, sports anchor for KMEX/Univision 34. Families will be greeted by Santa Claus, and the Glendale Fire Department will be on hand to distribute holiday gifts to the more than 500 pediatric



cancer patients (from local hospitals including Children's Hospital Los Angeles, Los Angeles County & USC Medical Center's Women's and Children's Hospital, Mattel Children's Hospital at UCLA and Loma Linda University Children's Cancer Center).

"Posada is all about the children," said PADRES President and CEO, **Elvia Barboa**. "Most of the children here today were diagnosed in the past 18 months. This is our way of closing the year on a positive note celebrating the life of each child and giving their family HOPE."

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PADRES Contra El Cáncer (PADRES) is a non-profit 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 20 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 and Fernando del Rincón in the fight against childhood cancer. To learn more about PADRES, visit www.IAmHOPE.org.