



For Immediate Release

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Sony Foundation launches national fundraising campaign for youth cancer

- \$15m target to build specialised youth cancer centres in Australia
- Public call-to-action: donate used mobile phones

Sydney, 1 March, 2010 – Sony Foundation Australia, together with CanTeen, today launched a national fundraising campaign to raise \$15 million to build youth cancer centres of excellence in Australia.

The campaign's public appeal – 'You Can' – addresses the need for specialised youth cancer treatment centres for Australia's 'forgotten generation', persons aged between 15 and 25¹ fighting cancer.

Dr Louise Messara, Executive Director, Sony Foundation Australia, said, "The facts on youth cancer are staggering. One in 100 Australians is diagnosed with cancer before the age of 30, but in the last 25 years there has been virtually no improvement in survival outcomes for the 15 to 30 age group. More can be done. The creation of these new centres virtually guarantees an increase in the survival rates, through the collaboration of medical experts, the development of specialised treatments and the opportunity for young people to be amongst peers in a dedicated, encouraging environment."

How *You Can* help

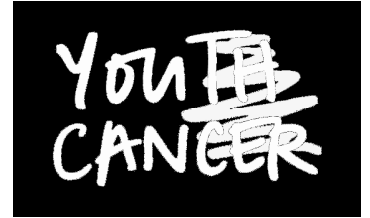
It's simple for the public to get involved. You Can's primary fundraising mechanic calls on Australians to recycle their old mobile phones – turning trash into much needed funds.

It is estimated that there are anywhere from 15 to 20 million unwanted phones in Australian homes.² In an independent survey conducted on behalf of AMTA in 2009, 31% of mobile phone users had two or more old unused mobiles at home and 64% had one old unused mobile at home.³ In addition, on average, Australians upgrade or change their mobile every 18 months⁴. This means there is a continuous supply of mobile phones becoming obsolete each year.

¹ With flexibility in the 25-30 age group depending on the case (and on the State/Territory implementation).

² AMTA 2008-9 Annual Report, Mobile Muster

^{3,4} Independent online survey conducted in February 2009 by IPSOS on behalf of AMTA of 650 mobile phone users, aged between 16 and 64 years old randomly selected across Sydney, Melbourne, Adelaide and Perth.



Sony Foundation has partnered with Folamh, an Irish recycling company, to swap old mobile phones for cash to raise money for the development of youth cancer centres. All donated phones will be recycled for reuse. That means, once collected, phones will be refurbished and resold. Any mobile phone that cannot be resold will be broken down into its constituent parts and responsibly recycled. So simply by donating an old mobile phone, Australians can directly contribute to You Can's fundraising appeal, whilst also contributing to a greener planet.

You Can's public appeal

The You Can campaign will debut tonight on Australian television screens led by an advertisement that aims to alert the public to the shocking fact that simply turning 16 can halve your chance of surviving certain cancers in Australia. The national advertising appeal will be supported by Reply Paid mobile phone recycling envelopes inserted in national newspapers and magazines from early March. Redundant mobile phones can also be dropped into You Can bins located in Sony Centres nationwide.

For more information on the You Can campaign and how to contribute, or to download a Reply Paid label, visit www.youcan.org.au

Australian Federal Government commits \$15 million

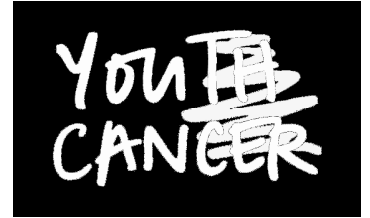
Through the *Youth Cancer Networks Program*, the Australian Government has committed \$15 million to improve services, support and care for adolescents and young adults with cancer.

CanTeen is managing the implementation of the Youth Cancer Networks and has committed to raise an additional \$15 million in corporate and community support. Sony Foundation is proud to support CanTeen in this mission.

Dr Andrew Young, Chief Executive Officer of CanTeen, said, "Through 25 years of working with young people with cancer, we know that their needs are unique. We need cancer services designed specifically for young people to improve outcomes for this group that have stagnated for decades. With the funding from the Australian Government, and with the support of Sony Foundation, we can make a huge difference in the lives of young people with cancer."

Sony Foundation Youth Cancer Centres of Excellence

On behalf of young people living with cancer, CanTeen and Sony Foundation's long term aim is to fund the establishment of youth cancer centres throughout the country. These centres will address the lack of improvement in cancer survival for this age group by providing a focus for



collaboration amongst medical professionals, facilitating the development of clinical trials, encouraging specialist training and allowing for the delivery of a psychosocial support service equipped to deal with the issues specific to this age group.

Utilising the expertise of the Sony group of companies, Sony Foundation's youth cancer centres will also incorporate technology innovations and entertainment experiences relevant to this age group. This will encompass everything from the use of Handycam camcorders to populate social networking sites and record journeys of recovery; to the use of VAIO notebook technology, which can assist in maintaining all important links to family, friends, schools, universities and workplaces.

In addition to Sony Foundation's capital program, through the Youth Cancer Networks Program, funding will also be directed to national projects, including new clinical research and guidelines, professional education and networks for this age group. It is anticipated that these efforts will entirely change the landscape for young Australians battling cancer.

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About Sony Foundation Australia

Sony Foundation Australia is the charitable arm of the Sony Group of Companies in Australia. Its aim is to capitalise on the unique qualities of Sony and contribute to the advancement of the Australian community by assisting its youth and fostering their talents. Through its fundraising and activities, Sony Foundation is affirming the global unifying brand message that drives Sony: *believe that anything you can imagine, you can make real*

About CanTeen

CanTeen is the Australian Organisation for Young People Living with Cancer. CanTeen's Members are young people (12-24 year-olds) living with cancer, including cancer patients, brothers or sisters of cancer patients and young people with a parent or primary care giver with cancer, or with an immediate family member who has died from cancer. CanTeen provides Members with a place where they can simply be young people - away from the adult dominated environment of cancer hospitals and treatment regimes. Through its camps and programs, CanTeen encourages its Members to get involved, make friends and have fun! In the words of our Members, the most effective form of support is from other young people in a similar situation - who have "been there, done that". For more information, please visit www.canteen.org.au

About Folamh

Folamh is a family owned recycling business that specializes in recycling office waste and Waste Electrical and Electronic Equipment (**WEEE**) products. Folamh recycle in partnership with recognized charities around the world including The Jack and Jill Children's Foundation, Ireland, Temple Street Children's Hospital, Ireland and The Starship Foundation, New Zealand. Since 2007 over AUD\$5 million has been raised for these and other charities worldwide. For more information, please visit www.folamh.ie