

Dr. Patricia Giardina

Meet the Physician: Dr. Giardina

Dr. Patricia Giardina has been a leading member of the CCBF team since the very beginning of her career when she joined New York-Presbyterian Hospital/Weill Cornell Medical Center as a resident and fellow.

Beloved by her patients for her dedication and care, Dr. Giardina has contributed widely to the increased understanding and management of Thalassemia within the United States and abroad. She organized the first bone marrow



transplant for a Thalassemia patient in New York in 1983 and the first in-utero bone marrow transplant in 1995. Since then she has conducted NIH sponsored and clinical research trials studying the long-term safety and efficacy of the oral iron chelator Deferasirox (Exjade), which has allowed patients to extend their life expectancy by decades.

Currently, Dr. Giardina is collaborating on curative gene transfer studies that have the

potential to cure many Thalassemia patients.

Under the direction of Dr. Patricia Giardina, the Thalassemia Program has played a significant role in the scientific advances and improved management of Thalassemia during the past three decades. During this time, Thalassemia has been transformed from a fatal disorder to a chronic illness. Dr. Giardina continues to work diligently to create a better life for her patients and believes the hope for a cure with gene therapy is on the horizon.

CCBF Partners

Ways to Live Forever

CCBF is pleased to announce its new partnership with the award-winning film, *Ways to Live Forever*.

Slated for release in select theaters throughout the US later this year, the heartfelt picture is based on the acclaimed children's novel by British author Sally Nicholls. In it, a spunky 12-year-old leukemia patient named Sam and his best friend from the

hospital, Felix, achieve their dreams, learn to appreciate family, friends, and the oddities of life, and leave viewers both uplifted and inspired.

"We are extremely proud to be working with CCBF to help spread the message regarding the need to cure childhood cancers and leukemia," offers Paul D. Hancock, President and CEO of World Wide.



"We hope that *WAYS TO LIVE FOREVER* will not only bring more awareness to these disorders, but also increase funding for research and patient support, through a donation of a portion of our box office sales."

2012 Breakthrough Ball Gala

2012 Breakthrough Ball a Success

The 2012 Breakthrough Ball Gala was a stunning success, raising \$1.2 million to treat the thousands of children suffering from cancer and blood disorders at the Division of Pediatric Hematology and Oncology. Thanks to the unwavering generosity of over 400 donors, the funds raised at the Gala ensure that our doctors can continue their crucial, life-saving work throughout 2013.

Highlights from the evening included the presentation of the “Breakthrough Spirit” award to Denise Ilitch, Esq., President of Ilitch Enterprises and the presentation of the “Medical Breakthrough” award to Physician-Scientists Dr. James Bussel and Dr. David Lyden for their remarkable

research and continued efforts in treating children with cancer and blood diseases.

The evening’s hugely successful live auction featured a once-in-a-lifetime VIP Detroit Tigers vs. New York Yankees



Season Opener Experience, Super Bowl XLVII Tickets and a luxurious stay at the exclusive Viceroy Hotel & Resorts Anguilla.

The evening concluded with a spectacular performance by Atlantic Recording Artist Rumer. To the crowds delight, the British songstress performed hits from her acclaimed albums, “Seasons of My Soul” and “Boys Don’t Cry.”

We extend our sincerest gratitude to all who supported The Breakthrough Ball!

CCBF Holiday Party

Spreading Holiday Cheer

This year, CCBF rang in the holiday season with our patients, doctors and nurses at the CCBF clinic on Friday, December 14.

Our favorite face painter set up shop, transforming the children into princesses, butterflies, reindeer, monsters and superheroes.

With a magician in the next room, there wasn’t any downtime for our

patients who were wowed by disappearing scarves and collapsible wands.



Of course, any holiday celebration isn’t complete without a visit from Santa who, with the help of two of his reindeer, provided each child with a very special gift.

Upcoming Events

Private Party at American Girl Place: March 5th, 6-8pm

Color Run: July 6th and 7th

Learn More

Learn How You Can Make a Difference

General Support

Your generous gift will help CCBF continue to offer quality care and remain a pioneer of pediatric oncology and hematology research.

Memorial and Tribute Gifts

These gifts allow you to make a donation in the name of a loved one.

Matching Gifts

Your gift could be doubled or even tripled! Check with your HR office to see how your company can match gifts.

Volunteer

CCBF is always looking for dedicated people to help in our fundraising efforts. Share in this rewarding experience.

Other Ways to Help

There are other ways to help, such as planned giving and gifts of stock. Ask us about other ways to donate!



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