

## **“Vite Coraggiose” (Courageous lives): Urban Vision supports the fight of Bambin Gesù Foundation against rare diseases**

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Urban Vision and Bambino Gesù Foundation’s partnership continues thanks to the campaign “Vite Coraggiose”, which focuses on the fight against rare, ultra rare and undiagnosed diseases.

Throughout January, a new maxi-billboard will be hosted on the facade of Palazzo della Cancelleria, in Rome. The goal is to raise awareness among the citizens to support the research of the Paediatric Hospital. The initiative is part of Urban Vision’s social responsibility activities, thus the campaign was featured for free on the Company’s sites.

“We are grateful to Urban Vision for this opportunity – says Bruno Dallapiccola, scientific director of Bambin Gesù – Supporting the research means supporting thousands of sick children and their families, giving them a chance to finally find a cure – or, at least, a diagnosis – for their rare illness”.

The Paediatric Hospital Bambino Gesù has activated a clinic especially devoted to those children, and their families, whose diseases are undiagnosed. The facility, which works both remotely (on telematics basis) or directly (by reservation), allows parents to receive a qualified diagnostic consult without being forced to go to the hospital, thus helping family already burdened by the costs of cures. With regard to the direct access, the clinic provides multispecialistic diagnosis and assistance customized on children’s real needs, thanks to the preventive acquisition of clinical history and documentation.

“We are delighted to provide our help for the campaign “Vite Coraggiose” – said Urban Vision’s Chairman, Gianluca De Marchi. Turning on the spotlight on this important cause is not only a duty of ours, but also a commitment that we intend to honor in the future. We must do it, for all those children fighting against rare diseases, for their parents waiting for answers and for the doctors who work daily

to find the most effective treatments. ”

In Italy rare diseases affect over 1 million children under the age of 16. 60% of them, after the appearance of the first symptoms of illness, wait on average two years to receive a diagnosis; 40% of these diseases remain unfortunately undiagnosed. To support scientific research in this field, Bambin Gesù Foundation has started since 2015 the communication and fundraising campaign “Vita Coraggiose”.

Fondazione Bambino Gesù, founded in 2000 by Pope Giovanni Paolo II, is a non-profit institution that supports the activities of the Pediatric Hospital Bambin Gesù. Its board was completely renewed in November 2015, thanks to the Cardinal Pietro Parolin, in order to play a leading role in social communication and fundraising in favor of good causes involving the pediatric institute.

Urban Vision is a leading international company with over 10 years experience in raising commercial funds to support restoration work and urban development projects. Publisher and dealer of out-of-home advertising space in Italy and Europe.