



FOR IMMEDIATE RELEASE

BOXER BRANDON “BAM BAM” RIOS VISITS WITH CHILDREN OF PADRES CONTRA EL CÁNCER

Los Angeles, CA (February 24, 2011) – Earlier this week, PADRES Contra El Cáncer (PADRES) patients had a special visit from Boxer Brandon “Bam Bam” Rios. Rios came in energized and ready to spend the afternoon visiting cancer patients at their bedside at PADRES’ partner hospital Children’s Hospital Los Angeles. Rios arrived with toys for all the children, “Bam Bam” shirts, autographed boxing gloves and photos for everyone. Rios also posed for photos with patients, family members and with hospital staff as he made his way through the Hematology and Oncology floor. Patients and families greeted Rios warmly with smiles and hugs, and one patient, 17 year old Leonides who is currently in the Bone Marrow Transplant Unit who is a Rios fan, sang him a special song.

“I really love kids and I know how important it is to have someone there for you when you’re going through a tough time. It’s like training for a big fight; you need your team there for you to help you stay positive and focused on the fight. They are fighters too and I wanted them to know that I am there for them. Seeing what these kids and teens go through only makes we want to help them and PADRES more” said Rios.

“We are so lucky to have wonderful supporters like Brandon who give of their free time to spend with our children and their families. A special visit goes a long way for the emotional well-being of the patient and their family. Brandon was so charismatic and loving to all the children and teens he met with. Every time he came out of a patient room, he would ask me how else he could help them. He indicated that he wanted them to know their struggle was his struggle; and to prove it that he offered to host those children healthy enough as his special guests at his next fight” said Elvia Barboa, PADRES CEO.

Brandon visited with the children for hours and he seemed very much at home laughing with them, sitting and talking to the parents and graciously thanking all the staff he encountered in the halls for all they do for the children.

Brandon joined the PADRES family in the fall of 2011. He is has committed to helping PADRES spread its message of HOPE to all children undergoing treatment for cancer and blood diseases. Rios is also on his way to becoming a strong PADRES Ambassador, helping PADRES raise awareness and much needed funds for PADRES’ family programs and services.

PADRES Contra El Cáncer coordinates special opportunities, such as visits from special friends for cancer and blood disease patients, to help make the hospital experience more positive for children of all ages.

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 26 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. Since March, 2005, actress **EVA LONGORIA** has served as PADRES’ National Spokesperson. For more information about PADRES, visit www.IAmHOPE.org, like us on Facebook at <http://www.facebook.com/#!/iamhope.org> and follow us at on Twitter @IAMHOPE