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"Música por uma ca(u)sa"

Sonae Sierra and Acreditar join forces for the construction of a Children's Home in Porto

- Corporate Responsibility Initiative supports the construction of an "Acreditar" Home in Porto
- New home will host 220 families of children with cancer per year
- Fund raising campaign

Sonae Sierra and "Acreditar" are launching today the "Música por uma Ca(u)sa" (Music for a Cause/Home) campaign, a support initiative for the Association of Parents and Friends of Children with Cancer, for the construction of the "Acreditar" Home in the city of Porto.

The launch of this Sonae Sierra Corporate Responsibility Initiative aims at supporting the construction of the Association's Home in Porto, which will host about 220 families of children with cancer from the northern region of the country, during the periods of out-patient treatment at the IPO and the S. João Hospital, in Porto.

The campaign, with the support of Rádio Comercial, will be present on the [Facebook page](#) and "Acreditar" [website](#), as well as in some Sonae Sierra shopping centres in Greater Porto (NorteShopping, ArrábidaShopping, Via Catarina and GaiaShopping). The actions held at the "Música por uma Ca(u)sa" stands will disseminate information on this cause and the activities of the Association, as well as raise funds for the for the construction of the Home. The first stand will be at NorteShopping, on September 24 and 25.

Besides the information stands, the actions on the website and the Acreditar Facebook page have the purpose of making the community aware of how important and urgent this "Acreditar" project is in Porto, disseminate the initiatives in the shopping centres, and raise

funds. For donation purposes, a phone line will be made available - 760 50 10 60 - and the "Acreditar" bank account number can be obtained on the [website](#).

The project will count on the support of the hosts of the Rádio Comercial morning show, Vanda Ribeiro, Vasco Palmeirim, Nuno Markl and Pedro Ribeiro, Acreditar's ambassadors for this initiative, and Media Partners for this cause. Besides the daily dissemination on the air, the actions will be advertised on the [website](#) and [Facebook page](#) of Rádio Comercial and the aforementioned show. Diário Económico newspaper has also joined the project, contributing with the dissemination of the campaign to its readers.

The culmination of the "Música por uma Ca(u)sa" campaign will be highlighted by the Mário Laginha Trio concert at Casa da Música, on October 21, where Sonae Sierra will offer the first donation for the construction of the "Acreditar" home in Porto and, simultaneously, the ambassadors of this cause will deliver the funds raised during the campaign.

A Sonae Sierra Corporate Responsibility initiative

This initiative is a part of the social pillar of Sonae Sierra's Corporate Responsibility policy and its strategy of close and active cooperation in relevant actions in the support of the community. In this particular project, Sonae Sierra aims at making a difference in the creation of better logistic conditions and permanent accompaniment of families of children with cancer.

The support to "Acreditar" in this project to build a home in Porto seeks to respond to the urgency of a hosting facility in the North of the country. The initiative's objective is to create a solidarity network that brings visibility to the cause of this association, and ensure the feasibility of the new home through the raising of new donors for the project. The construction of this new home away from home is the continuity of the projects already inaugurated by the association in Lisbon, Coimbra and Funchal.

Fernando Guedes de Oliveira, Sonae Sierra's CE, comments on the project: "As a responsible and leading company in the sector, Sonae Sierra faces social issues with commitment, also through the active involvement with the communities it is a part of. Our support of the construction of the new "Acreditar" home in Porto is the result of the acknowledgment of a noble cause, which aims at offering more and better logistic and emotional support to children with cancer in the North of the country, that are away from home during the

long periods of treatment."

João Bragança, President of Acreditar, adds: "The impact these homes have had on the lives of these families, which are in a very difficult situation at various levels, is extremely important. The emotional effort is quite high, not only due to the gravity of the disease, but also to the time that families spend away from their regular lives. Our purpose is to ease this suffering, mobilizing the required efforts and building adequate venues to give the best possible support to these families."

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 49 shopping centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra is also providing services to third parties in Cyprus, Serbia, Morocco and Colombia. Currently, the Company has 5 projects under construction and 6 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra manages a total gross lettable area (GLA) of about 2.2 million m² with more than 8,500 tenants. In 2010, the company welcomed more than 436 million visits in its shopping centres.

About Acreditar

Acreditar, www.acreditar.org.pt, is a private charity founded in 1993 as the result of a mobilization of parents of children attending paediatric oncology services. The association is present in Lisbon, Porto and Funchal, providing support to children with cancer and their families. Acreditar's activity is based on the motto "Treat the child with cancer, not just the cancer in the child". The association's objective is to provide the necessary means for children with cancer to have the same opportunities, not just in terms of survival, but also of conquering physical and psychological health so that they grow up to become fully fledged adults.