

Maia - Portugal, October 21st 2011

We all built the house

Porto Believes!

- Solidarity chain for the construction of the Acreditar House in Porto
- Campaign raises nearly 40 000 euros
- More than 20 000 people like Acreditar and follow this solidarity chain everyday on Facebook
- Numbers that make a difference and can be even bigger with everyone's help

We continue to believe that soon 220 families of children with cancer from the entire northern region of the country will be welcomed in the new Acreditar Home in Porto. This is the dream of all that are a part of the solidarity chain created in the last 5 weeks with the "Música por uma Ca(u)sa" initiative.

"Música por uma Ca(u)sa" is a joint action of Sonae Sierra and Acreditar - Association of Parents and Friends of Children with Cancer - for the construction of a Shelter home in Porto.

The Mário Laginha Trio concert, which will be held today at Casa da Música, is the culmination of this solidarity campaign with the delivery of the first donations: the Sonae Sierra donation and the donation of the funds raised during the "Música por uma Ca(u)sa" campaign, a total of 38 977 euros which will revert entirely to the construction of the Acreditar Home in Porto.

This Corporate Responsibility Initiative by Sona Sierra was the first impulse to the creation of a solidarity network to give visibility to this Association's Cause and ensure the viability of the new Home, through the raising of new support 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.

Throughout the last five weeks, the "Música por uma Ca(u)sa" initiative received 32 843 phone

calls, representing an amount of 19 705 euros. The financial donations by bank transfer to the Acreditar account and the fundraisers at the Solidarity Stands in Sonae Sierra shopping centres in the Greater Porto region reached 4 272 euros, for a total of 23 977 euros. Add to this value the Sonae Sierra donation of 15 000, and the total amount reaches 38 977 euros raised with this campaign for the beginning of the construction work of the Home.

This action also had a strong presence on [Facebook](#), where 20 393 people like Acreditar and follow this solidarity chain on a daily basis; 2 370 "likes", 1 171 shares of information on the initiative and 1 715 is the number of views on the Youtube [channel](#) "Música por uma Causa".

Fernando Guedes de Oliveira, Sonae Sierra's CE, comments on the project: "At Sonae Sierra we believe that, as a socially responsible Company, we need to be actively involved in the communities where we are present. 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 that 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."

The project also had the fundamental support of the hosts of the "Manhãs da Comercial" show - Vanda Miranda, Nuno Markl, Pedro Ribeiro and Vasco Palmeirim, ambassadors for the construction of the Acreditar Home in Porto and Media Partners in the mobilization for this Cause. Besides the daily dissemination on the air, the actions were dynamized on the website and Facebook page of Rádio Comercial and the aforementioned show. Diário Económico newspaper has also joined the project as a Media Partner, contributing with the dissemination of the campaign to its readers.

How to help

Call the "O Porto vai Acreditar" phone line, dialing 760 50 10 60 (60 cent. + VAT).

Share the [initiative](#) with your friends.

Disseminate and spread the [message](#).

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 442 million visits in its shopping centres.

About Acreditar

Acreditar, www.acreditar.org.pt, is a private charity founded in 1993 as the result of parents of children attending pediatric oncology services' mobilization. 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.