

FONDAZIONE
GIANNI
BONADONNA

PRADA Group

SUPPORTING PARTNER

press release

**PRADA GROUP AND FONDAZIONE GIANNI BONADONNA
WORKING TOGETHER
ON AN INNOVATIVE CANCER TREATMENT AND RESEARCH
PROJECT**

“Human doctors, warrior patients”

Milan – 11 October 2018 – The Prada Group has announced its support for a project to foster cancer treatment research that was launched by the Fondazione Gianni Bonadonna. The initiative, for which the Prada Group is a Supporting Partner, aims to continue the legacy of the great oncologist after whom the foundation is named. Bonadonna was responsible for innovation in all aspects of cancer research and treatment, leading to substantial progress and tangible clinical results in cancer care.

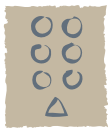
The project, launched today Thursday 11 October 2018 at the headquarters of Fondazione Prada, involves:

- supporting multidisciplinary teams of doctors and researchers dedicated to studying and developing new treatments for cancer patients, also involving industry and public and private investors;
- fellowship programme for young oncologists in partnership with universities across the world, hospitals and leading research centres, providing an effective way to expand the exchange of scientific ideas.

Prada Group representatives will help with the development of the project by promoting the Fondazione Gianni Bonadonna's initiatives and providing their expertise in communication to ensure the public is informed about the ideas, results and breakthroughs that emerge over the years.

The Fondazione Prada may also play a future role in the in-depth interdisciplinary research offered by this project, by including a commitment to promoting scientific understanding and education in its activities. The Fondazione Prada not only endorses the spirit of the initiative, but also sees scientific advances and their impact on our daily lives as one of the most intellectually stimulating challenges for a cultural institution.

The project's launch day will be divided into two separate parts. The morning will see speeches by Dr. Larry Norton, Senior Vice President at the Memorial Sloan Kettering Cancer Center, Dr. Luca Gianni, president of the Fondazione Gianni Bonadonna, and Carlo Mazzi, chairman of Prada. A scientific session will be then held in the afternoon, with the participation of over 200 oncologists from Italy and abroad, representing key global players in cancer research and treatment.



FONDAZIONE
GIANNI
BONADONNA

PRADA Group

SUPPORTING PARTNER

press release

Miuccia Prada, co-CEO of the Prada Group and chair of Fondazione Prada, said: “I think that supporting those who give their life to research and treatment of cancer, the disease of our time, is something we owe to the society, to ensure that the success of treatments continue to improve, not only for the present day, but also, and most importantly, for future generations. In addition, this also provides an opportunity to increase my involvement in exploring the role of science in contemporary society in an interdisciplinary context.”

Luca Gianni, president of the Fondazione Gianni Bonadonna, said: “The foundation wants to honour a giant of medicine, who changed the way we perceive and tackle various cancers, and created tools that allow us to treat many of them and cure some. Gianni Bonadonna, a highly cultured visionary with endless curiosity, was also always a practical and down-to-earth man. The best tribute to him is to practice what he preached: to embrace innovation and to trust and support young talent. Thanks to the Prada Group, the foundation we named after him can now set about doing just that.”

Further information:

*Prada Press Office
Tel. +39 02 541 921
email: corporatepress@prada.com*

*Fondazione Gianni Bonadonna Secretariat
Tel. +39 02 87086420
email: segreteria@fgb-inst.org*

The Fondazione Gianni Bonadonna

The Fondazione Gianni Bonadonna is a non-profit organization that aims to promote innovative cancer treatments and to provide training and research opportunities for young oncologists.

The PRADA Group

The PRADA Group is a world leader in the luxury goods sector, where it operates with the Prada, Miu Miu, Church's and Car Shoe brands in the production and distribution of luxury handbags, leather goods, footwear, clothing and accessories. The group also operates in the food sector with Marchesi 1824, and in the eyewear and fragrance segments under licensing agreements. Its products are sold in 70 countries worldwide, with 625 directly operated stores (DOS) as of 31 December 2017 and a selected network of luxury department stores, independent retailers, e-tailers and franchise stores.