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## **PRESS RELEASE**

*For World Cancer Research Day*

### **Iberdrola and the AECC highlight researchers' work in the fight against cancer**

- **They are promoting a new awareness initiative in the Square of the Reina Sofía National Art Centre in Madrid to show the importance of scientific research as one of the main measures to minimise the impact of this disease on society**

As part of the celebration of World Cancer Research Day, Iberdrola and the Spanish Cancer Association (AECC) carried out an awareness-raising event in the Square of the Reina Sofía National Art Centre at calle Santa Isabel, 52 in Madrid, in which they highlighted scientific research as one of the priorities in the fight against cancer.

During the event, which required citizens' collaboration, a multitude of small photographs of real researchers were lit up in a giant mural, thus forming a mosaic with the day's motto, *Luz a la investigación* [Light to research] (#luzalainvestigacion).

Participants could light up the mosaic using Social Media and on the website [www.luzalainvestigacion.es](http://www.luzalainvestigacion.es), as well as by pushing a button installed alongside the mural. Different informative sessions were also organised to highlight the important work these professionals do in the fight against the disease.

These activities promoted jointly by Iberdrola and the AECC, particularly included talks by scientists on different aspects of cancer, on the advances in treatment and new research tools. Alongside this and throughout the day, 30-minute children's workshops were held to make science and the human body more real for them.

This initiative by Iberdrola and the AECC is part of the collaboration the two institutions signed in 2015, with a view to working together on organising and publicising information and awareness campaigns and thereby increasing the help that is needed for furthering cancer research.



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As part of this agreement, both entities jointly launched the *Juntos contra el cáncer* [Together against cancer] campaign by which the electricity company offers its customers the chance to collaborate with the AECC each month through their electricity or gas bill. Iberdrola also agrees to match its customers' chosen contribution, which may be 0.25, 0.5 or 1 euro a month.

### **IBERDROLA, committed to society**

In turn, with this pioneering project IBERDROLA reaffirms its commitment to society in initiatives that enhance quality of life: not just for those within its own organisation, but for the general public, as proof of its contribution to sustainable development.



Cuida del medio ambiente.

Imprime en blanco y negro y sólo si es necesario.