

Press Release September 8th, 2014

STOP-CP! Ice Bucket Challenge 2.0 launched



Lisa-Marie has taken the bucket dunk for "STOP-CP in Children!" e.V. From left to right: Maja, Lisa-Marie, Annika, and Luca

This spin-off from ALS Ice Bucket Challenge, an enormously successful fundraising initiative based on a challenge involving a bucket of ice water, has been launched on Tuesday by schoolgirls from the Gymnasium Adolfinum in Moers, Germany (see foto). Unlike ALS, an incurable adult brain disorder, the STOP-CP! Ice Bucket Challenge 2.0 is now putting sick infants in the limelight that suffer from cerebral palsy (CP).

The promoters of this new Ice Bucket Challenge, four ambitious schoolgirls, set out to send a strong signal: "We want to see our STOP-CP! Challenge go 'viral' in our school and beyond, because cerebral palsy in children is a global tragedy!" Naming their initiative "Children support Children", they put their message in a larger context and stressed the point, that cerebral palsy (CP), the most common disability in childhood that affects 17 million people worldwide, causes chronic pain in 3 of 4 affected children and that in severe cases 1 in 2 will die before turning 18 years.

Since only recently, the first successful (own) cord blood stem cell treatments for infantile cerebral palsy have been published, the bucket dunk supports the registered organisation "STOP-CP in Children!" e.V., founded in 2013, the acronym standing for **Stemcell Treatment Of Perinatal – Cerebral Palsy**. This non-profit philanthropic organisation supports the development of cell therapies for cerebral palsy, family-centered therapies and research, because using the own cord blood of the patients may be a promising therapeutic strategy in an ailment for which there is no cure at present. According to officials from "STOP-CP in Children" e.V., the donations have markedly increased within the four days elapsed since the launch of the Challenge.

• www.youtube.com/watch?v=s92Rm23Bmss, September 2, 2014

• <http://stop-cp.org/kinder-helfen-kindern-stop-cp-ice-bucket-challenge-2-0/>, September 2, 2014

- Autologous Cord Blood Therapy for Infantile Cerebral Palsy: From Bench to Bedside
<http://www.hindawi.com/journals/ogi/2014/976321/>
- <http://www.sciencedaily.com/releases/2013/05/130523101822.htm>