



**MIAMI CHILDREN'S HOSPITAL FOUNDATION ANNOUNCES
PARTNERSHIP WITH LIVE LIKE BELLA™ FOUNDATION. "BELLA'S PROMISE"
UNVEILED ON BELLA'S BIRTHDAY DECEMBER 12TH.**

This first of its kind initiative, will focus on raising funds and partnering with the global pharmaceutical and biotechnology industry to enhance leading-edge pediatric cancer research at Miami Children's Hospital

WHAT: Miami Children's Hospital Foundation and The Live Like Bella™ Foundation will announce a partnership dedicated to raising funds for expanding pediatric cancer research at Miami Children's Hospital. This partnership is designed to give children an equal opportunity at innovative research, access to family support and educational programs. Live Like Bella™ is dedicated to funding pediatric cancer research of novel, non-toxic treatments, as well as providing assistance to patients and families, including recreational support. The announcement will take place on Thursday in memory of Bella's birthday, on December 12th.

WHEN: Thursday, December 12 at 10:30 a.m.

WHERE: Miami Children's Hospital - Research Building
3100 S.W. 62 Ave.
Miami, FL 33155
Media to meet in the Hospital's lobby at 10:30 a.m sharp

WHO: Dr. M. Narendra Kini, president and CEO of Miami's Children's Hospital and Lucy Morillo-Agnetti, president and CEO of Miami Children's Foundation will be joined by the Rodriguez-Torres family, founders of the Live Like Bella™ Foundation, for the announcement.

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About Miami Children's Hospital Foundation

Miami Children's Hospital Foundation is a not-for profit 501(c)(3) established to create a world-class pediatric hospital so no child need leave South Florida for superior medical care. "Funding World-Class Care" and following the principle that all children deserve state-of-the-art pediatric care with no financial boundaries, the Foundation helped 289-bed Miami Children's Hospital become a leader in pediatric healthcare with more than 40 subspecialties, the largest pediatric neurology center in the United States, a top provider of cardiology and neonatology services, and a Research Institute conducting in excess of 200 clinical trials and protocols. Ten Miami Children's Hospital pediatric specialty services are among the best in the nation, according to U.S. News & World Report's 2012-13 "America's Best Children's Hospitals" rankings. Miami Children's is once again the only hospital in Florida with programs listed in all 10 categories in which the publication offers rankings.

Miami Children's Hospital is one of 170 pediatric hospitals in North America affiliated with Children's Miracle Network Hospitals® and South Florida's only freestanding Hospital dedicated exclusively to children. To learn more about the Foundation and offer support, visit mchf.org or call 305.666.2889 (toll free: 1.800.987.8701).

About the Cancer Center at Miami Children's Hospital

The Cancer Center at Miami Children's Hospital (MCH) is consistently ranked among the best pediatric cancer care programs in the nation by U.S. News & World Report. The program includes comprehensive diagnostic services and treatment for children with cancer, leukemia and blood disorders, addressing each child and family's physical, emotional and psychological needs. The MCH Cancer Center is proud to be fully accredited by the American College of Surgeons Commission on Cancer and is a member of the Children's Oncology Group, a national pediatric research cooperative dedicated to curing and preventing childhood and adolescent cancer through scientific discovery and compassionate care.

About Live Like Bella™ Foundation

The Live Like Bella™ Foundation was founded in memory of Bella Rodriguez-Torres. It funds innovative pediatric cancer research, provides recreational support for families with children in treatment and assists families who have lost a child to cancer. For more information, visit www.LiveLikeBella.org.

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