

UW Health: Kids create colorful car to combat cancer

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Carbone Cancer Center researcher receives award from Hyundai Hope On Wheels

MADISON, WI – Kids with their hands dipped in colorful paints will make their marks on a Hyundai Santa Fe as part of a ceremony to honor a UW pediatric cancer researcher. Dr. Paul Sondel, professor of pediatric hematology/oncology, will receive a \$100,000 award from Hyundai Hope On Wheels on June 20 at 10 a.m. on the patio off the American Family Children's Hospital lobby.

Hyundai Hope On Wheels is a nonprofit organization dedicated to finding a cure for childhood cancer. Researchers have received \$1 million from Hope On Wheels since 2006.

As part of the ceremony to honor Wisconsin children affected by cancer, patients and other kids will dip their hands in paint and put their handprints on a white 2018 Hyundai Santa Fe.

Sondel plans to use the \$100,000 award for research to develop immunotherapy regimens that will translate into potent anti-neuroblastoma clinical therapy.

Hyundai Hope On Wheels is a 501(c)(3) nonprofit organization that is committed to finding a cure for childhood cancer. Launched in 1998, Hyundai Hope On Wheels provides grants to eligible institutions nationwide that are pursuing life-saving research and innovative treatments for the disease. HHOW is one of the largest

nonprofit funders of pediatric cancer research in the country, and primary funding for Hyundai Hope On Wheels comes from Hyundai Motor America and its more than 835 U.S. dealers. Since its inception, Hyundai Hope On Wheels has awarded more than \$145 million towards childhood cancer research in pursuit of a cure.

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through 835 dealerships nationwide. All new Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes a 5-year/60,000-mile fully-transferable new vehicle limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance.

The University of Wisconsin Carbone Cancer Center is the only comprehensive cancer center in Wisconsin, as designated by the National Cancer Institute. An integral part of the UW School of Medicine and Public Health, the UW Carbone Cancer Center unites more than 280 physicians and scientists who work together in translating discoveries from research laboratories into new treatments that benefit cancer patients. Recently, the UW Carbone Cancer Center joined the prestigious National Comprehensive Cancer Network, an alliance of the world's leading cancer centers dedicated to improving the quality and effectiveness of care provided to cancer patients.

American Family Children's Hospital is a Top 50 children's hospital ranked by U.S. News and World Report that cares for the most vulnerable babies and children from the region. The hospital has 111 beds including a 26-bed Level IV neonatal intensive care unit that provides the highest level of care for the tiniest babies. Physicians, who serve as faculty at the UW School of Medicine and Public Health, are widely recognized nationally and internationally for their research leading to better treatments and cures.