PRESS RELEASE - May 2019

Jaap Schouten Foundation

awards Anouk Foundation project

at the Princess Máxima Center, biggest child oncology center in Europe

The Jaap Schouten Foundation aims to promote and support medical research and its related international transfer of knowledge. The first Jaap Schouten Foundation Awards were celebrated in Rotterdam in March for the ‘outstanding project «Creating a child-friendly atmosphere in the new Princess Máxima Center for Pediatric Oncology, Utrecht». It is a wonderful recognition for Anouk Foundation’s mission and work.

The project is a fruitful collaboration between Anouk Foundation and the Princess Máxima Oncology Center as for both the one of the key aims is to increase the quality of life for patients. The Princess Máxima Center brings together specialists and top international researchers to provide optimal quality of life for every child with cancer, and the Anouk Foundation created a soothing and uplifting environment for patients having a very positive emotional impact on patients’ recovery and wellbeing.

At Princess Máxima Center, all has been made to create a safe environment, with subtle colors, series of different areas made to reassure children and families and to help experts to work in the best conditions. Entering the 48 treatment rooms, blood testing room or radiology room where the Anouk Foundation realized therapeutic murals, one is entering in a series of different stories, helping to distract children and reduce their fears by creating a calming atmosphere.

The project is a success because of the close collaboration with the Princess Máxima Center and with the children there. 25 children participated by sending in their ideas of what ‘their’ treatment room should look like! A great inspiration for Anouk Foundation.

Contact press: Marina Droux - marina.droux@anouk.org - +41 79 887 03 83
Maud Burgers - Maud.Burgers@prinsesmaximacentrum.nl
Rut Hausherr Kruidenier - rhk@schoutenfoundation.org

For more information: www.anouk.org