Hope for cancer research

DENICE BARNES

SID Bezwada, of Wyoming, is five years old and was diagnosed with leukemia when he was just two.

His cancer journey has inspired his father Srini to take long service leave from his IT job and create an online venture called Great Hope.

A philanthropic business where the motivation for profit is hope not greed, Great Hope is a boutique wine store which will share its profits among the top medical research facilities dedicated to childhood cancer research in Australia.

“With Great Hope I intend to become a significant donor in perpetuity to medical research in this field,” Mr Bezwada said.

“My own child who has leukemia has been the recipient of the latest medicines and techniques as a patient at The Children’s Hospital at Westmead, but we are just one of many families hoping for a breakthrough or a cure.”

The survival rate of childhood cancer in the past 30 years has increased from 30 per cent to 80 per cent due to developments in medical research.

Jennifer Byrne, who is acting head of children’s cancer research at The Children’s Hospital, said childhood cancer research often missed out because it was rare – only about one diagnosis for every 200 cancer patients.

“Childhood cancer research has provided some of the biggest cancer research breakthroughs ever made.” she said.

Srini Bezwada with his son, Sid, who suffers from leukemia