

Teenage Cancer Trust and The Who announce worldwide competition to win an iconic Volkswagen “Magic Bus”

Hannover/London – 8 April 2008. UK charity Teenage Cancer Trust and legendary rock band The Who today announced a worldwide competition to win a unique Volkswagen camper van, a T1 panel van from 1965. The competition will be launched at the opening night of the annual Teenage Cancer Trust concerts at the Royal Albert Hall in London on 8th April 2008. The bus will be on display outside the Royal Albert Hall for the duration of the TCT events (8th to 13th April).

The iconic VW bus, provided by Volkswagen Commercial Vehicles, has been signed by The Who's Roger Daltrey CBE, Patron of TCT, and Pete Townshend, and specially branded with the band's famous target logo and iconic images of the original four band members including Keith Moon and John Entwistle. The bus has been specially designed by The Who's art director Richard Evans, who has been working with the band for more than 30 years and has created several outstanding album covers as well as tour designs.

You can enter this amazing competition at www.thewhomagicbus.com and entry will cost just £5, with all net proceeds being donated to the Teenage Cancer Trust. All entrants will receive a free download of a previously unreleased live performance by The Who of their famous hit “Magic Bus”.

Inspiration for the competition stems from the successful collaboration between Volkswagen Commercial Vehicles and The Who, which culminated in a special live performance from the band at the International VW Bus Meeting in Hannover, Germany, in October 2007.

"As a long standing Patron of Teenage Cancer Trust, I am delighted to launch this unique competition", says The Who's lead singer, Roger Daltrey CBE. "This will help Teenage Cancer Trust to raise essential funds so that we can build more specialist teenage cancer units within the NHS. The UK is a world leader in providing this support for teenagers with cancer and in 2008 we will open five new units and start building work on a further two."

Stephan Schaller, Head of the Board of Management of Volkswagen Commercial Vehicles, said: "We really hope that many people will take part in this competition, so we can help TCT to support many more teenagers with cancer."

Simon Davies, chief executive of TCT added: "Our thanks go to Volkswagen Commercial Vehicles for providing this vehicle and to The Who for supporting the competition. Let's hope this really will turn out to be a 'Magic Bus', and help make such a difference to the many thousands of teenagers and young people diagnosed with cancer every year."

Notes to Editors about Teenage Cancer Trust:

Each day in the UK, 6 teenagers will find out they have cancer - that is over 2,000 new diagnoses every year. These young people often get a raw deal, receiving hospital treatment in inappropriate



facilities catering for children or the elderly.

Teenage Cancer Trust is a UK Charity, founded in 1990, that focuses on the needs of teenagers and young adults with cancer by providing specialist teenage units in NHS hospitals.

As well as state-of-the-art facilities to keep patients occupied during long stays in hospital, the units provide an environment where teenagers can meet others in a similar situation. Units allow patients to build friendships and mechanisms to cope with their disease without being patronised or ignored and are staffed with professionals able to fully understand and manage the needs of the patients..

To date, TCT has built units in London, Leeds, Manchester, Birmingham, Sheffield, Liverpool, Glasgow and Newcastle and would like at least 22 units to ensure every teenager with cancer has access.

In addition to building units, TCT funds a nationwide Education team, teaching young people in schools, colleges and universities about cancer, prevention and healthy living. They also provide a conference for young people with cancer and training for medical professionals.

The TCT shows at the Royal Albert Hall were the brainchild of The Who's Roger Daltrey CBE, patron of Teenage Cancer Trust, who each year persuades the best of British talent across rock, pop and comedy to give up their time to raise money for this unique charity. In 2008, the TCT shows will include performances from Muse, Madness, Paul Weller, Joan Armatrading and The Fratellis.

