

Fundación Occident and Fundación Abracadabra held a new edition of their charity magic gala in Bilbao

This year, Fundación Occident renewed its collaboration agreement with Fundación Abracadabra with the aim of promoting 50 annual charity magic performances in hospitals, centres for people with disabilities, and day centres for older adults.

The charity magic gala organised by the Fundación Occident together with Fundación Abracadabra took place on Sunday, 14 December, in Bilbao, bringing together hundreds of attendees at the Guggenheim Museum Auditorium. Having visited cities such as Barcelona, Madrid, and Valencia in previous editions, the iconic Bilbao auditorium once again became the stage where more than XXX spectators, including XXX employees and mediators from GCO (Grupo Catalana Occidente) companies along with their families, enjoyed a show full of emotion, wonder, and social commitment.

The event, which each year highlights the charitable work of Fundación Abracadabra, once again emphasised the importance of its work, carried out for more than 15 years through magic shows and workshops designed to support people in moments of particular vulnerability. Thanks to the dedication of its volunteer magicians, the foundation brings joy to hospitals, centres for people with disabilities, and care homes for older adults across Spain.

“Magic has the unique ability to transform difficult moments into memories full of light and hope. At Fundación Occident, renewing our commitment to Fundación Abracadabra, both through this gala and in our daily work, means supporting this mission and witnessing how joy returns to those who need it most, which is, without a doubt, our greatest satisfaction”, says Fundación Occident’s Director General, Ignacio Gallardo-Bravo.

One of the most emotional moments was once again the “Magic in exchange for a toy” initiative, through which employees and their families donated new toys as the symbolic cost of admission. The toys collected during the gala, were delivered on Monday, 15 December, to children hospitalised at the Cruces University Hospital (Barakaldo) by Abracadabra magicians together with representatives from Fundación Occident, bringing a message of community and hope ahead of Christmas.

Looking ahead to 2026, Fundación Occident will continue to strengthen its collaboration with Fundación Abracadabra, reaffirming a shared commitment: to bring magic, humour, and emotional well-being to those who need it most. The 50 planned annual performances will continue to expand the positive impact of this initiative, which year after year transforms joy into a tool for support, motivation, and humanity for people in vulnerable situations.

About Fundación Occident

Fundación Occident, formerly Fundación Jesús Serra, is a private non-profit entity, created in memory of Jesús Serra Santamans, a renowned businessman and patron, who was the founder of GCO (Grupo Catalana Occidente). Its activity consists of developing and supporting initiatives in the fields of research, business and teaching, social action, sport, and promotion of the arts, with a common objective: responsible commitment to society.