

## **Fundación Occident and Fundació Abracadabra host a new edition of their charity magic gala**

**Fundación Occident announces the renewal and extension of its collaboration agreement with Fundació Abracadabra to provide 50 annual magic performances in hospitals, centres for people with disabilities and senior day care centres**

The charity magic gala organised by Fundació Occident and Fundació Abracadabra has celebrated its first decade. On this occasion, after having travelled to cities such as Madrid, Bilbao and Valencia in recent years, the event was held in Barcelona. Specifically, the Apolo theatre was the venue where more than 600 spectators, including 150 employees and mediators from GCO (Grupo Catalana Occidente) companies and their families, were able to enjoy a charity magic show.

The annual gala aims to highlight and support the solidarity work that Fundació Abracadabra has been carrying out for more than 15 years through magic shows and workshops. Aware of the healing power of smiling in difficult times, its volunteer magicians bring illusion and wonder to hospitals, centres for people with disabilities and care homes.

In the words of Ignacio Gallardo-Bravo, Fundació Occident's managing director, "at Fundació Occident we firmly believe in the power of magic as a tool that can help people smile and improve the quality of life of those who need it most. Therefore, supporting and promoting the work of Fundació Abracadabra throughout the year and at our annual solidarity gala is a priority for us. It is an honour for us to be part of this initiative, to support solidarity magic and, above all, to contribute towards keeping the illusion alive in those who need it most."

One of the highlights of the gala is the 'Magic in exchange for a toy' initiative, whereby employees and their families are encouraged to donate new toys as a token entry to the event. These toys are then distributed among children who are admitted to the Germans Trias i Pujol Hospital in Badalona (Barcelona), better known as Hospital de Can Ruti. This Tuesday, the Abracadabra magicians along with representatives from Fundació Occident, will be delivering the toys collected just in time for Christmas.

In relation to the initiative, Carlos Rodrigo, paediatric director of the Hospital Germans Trias i Pujol, stressed, "this type of aid is essential to accompany families beyond a purely medical need. In addition, thanks to the collaboration with the Hospital Citizen Service Unit, all of this help allows us not only to improve the hospitalisation of families admitted over the holiday period, but also to help other families who need it during the rest of the year. Fundació Abracadabra has been collaborating with the hospital for a long time now, and we are delighted to see new initiatives that continue to promote its commitment and hard work."

---

### **About Fundació 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.

**New collaboration agreement**

Fundación Occident has announced the renewal and extension of its collaboration agreement with Fundación Abracadabra, strengthening its commitment to solidarity magic as a tool to bring illusion and well-being to those who need it most. Thanks to this collaboration, 50 annual magic performances will be staged in hospitals, centres for people with disabilities and senior day care centres. With magic as a tool for contributing humour, motivation and well-being, both foundations reaffirm their commitment to an altruistic project that, year after year, seeks to improve the quality of life of vulnerable people.

---

**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.