



MEDIA ADVISORY – TELEPHONE CONFERENCE CALL

***STAND UP TO CANCER TO ANNOUNCE GRANT AWARDS FOR
GROUND-BREAKING CANCER RESEARCH ON MAY 27***

***FUNDS TO SUPPORT MULTI-INSTITUTIONAL, MULTI-DISCIPLINARY “DREAM TEAMS”
WITH MORE THAN 200 RESEARCHERS ACROSS 20 INSTITUTIONS***

***MEDIA INVITED TO PARTICIPATE IN TELEPHONE CONFERENCE CALL WITH
SU2C CELEBRITY AMBASSADOR DANA DELANEY AND SU2C EXECUTIVES
IMMEDIATELY FOLLOWING PUBLIC ANNOUNCEMENT***

***WEDNESDAY, MAY 27
1:15 – 1:45 PM EST / 10:15 – 10:45 AM PST***

Stand Up To Cancer, the charitable initiative supporting ground-breaking research aimed at getting new cancer treatments to patients in an accelerated timeframe, will announce the awarding of the first installment of three-year grants to multi-disciplinary, multi-institutional research Dream Teams.

The majority of these funds were raised in connection with a historic, one-hour star-studded telecast that aired September 5, 2008 simultaneously on ABC, CBS and NBC.

To learn more and discuss details, media are invited to participate in a telephone conference call immediately following the announcement.

WHO: **Dana Delany**, Actress, SU2C Celebrity Ambassador
Sherry Lansing, Laura Ziskin, Entertainment Industry Foundation CEO Lisa Paulsen of SU2C Leadership Council (ELC) and other ELC members
William Nelson, V, M.D., Ph.D., Professor, Sidney Kimmel Comprehensive Cancer Center, Johns Hopkins University, SU2C Scientific Advisory Committee
Raymond N. DuBois, M.D., Ph.D., Provost and Executive Vice President UT M.D. Anderson Cancer Center, SU2C Scientific Advisory Committee
Dr. Margaret Foti, PhD., M.D. (h.c.), CEO, American Association for Cancer Research
Diane Balma, Moderator, SU2C Executive Director

WHAT: Media Telephone Conference Call
Each participant will speak briefly followed by an open Q&A

WHEN: Wednesday, May 27
1:15 - 1:45 PM EST / 10:15 – 10:45 AM PST
Please dial in 10 minutes before the start of the conference call

DETAILS: U.S./Canada Dial-In #: 888.282.7404
International Dial-In #: 763.488.9184

Conference Code: 10325316

WHY: Every year, cancer takes the lives of more than half a million Americans and eight million people worldwide. In the United States alone, one out of three women and one out of two men will be diagnosed with cancer in their lifetimes.

For more information or to RSVP, contact Drew Beitz at 212-843-9234 or via e-mail at DBeitz@Rubenstein.com

RSVP not required, but requested

***Stand Up To Cancer** is a program of EIF, a 501(c)(3) not-for-profit that serves as a collective charitable organization for the television and film businesses.

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