



TV NEWS ALERT: SATELLITE/FIBER FEEDS

'WE'RE LIVING IN THE GOLDEN AGE OF CANCER RESEARCH'

ONE-ON-ONE INTERVIEWS WITH LEADING SCIENTISTS ABOUT THE NEXT PHASE IN CANCER RESEARCH

**AS STAND UP TO CANCER AWARDS GROUND-BREAKING DREAM TEAM GRANTS ON MAY 27
TO MORE THAN 200 RESEARCHERS ACROSS 20 LEADING INSTITUTIONS
TO HAVE POTENTIAL EFFECT ON MANY FORMS OF CANCER
TRANSLATING FROM LAB TO PATIENT IN ACCELERATED TIME FRAME**

FEED:

The B-roll footage consists of:

- Never before seen interviews with **the leaders of the Research Dream Teams** who have just been awarded extraordinary grants from **Stand Up To Cancer (SU2C)**, the charitable initiative supporting research aimed at getting new cancer treatments to patients in an accelerated timeframe;
- Clips from SU2C launch announcement of fundraising initiative by the major network news anchors (**Katie Couric, Brian Williams, Charlie Gibson**) on ABC's Good Morning America, CBS Early Show, NBC's The Today Show, and CNN's **Larry King Live** (May, 2008);
- Clips of celebrity star-studded Stand Up To Cancer fundraising telecast (with **Ellen DeGeneres, Jack Black, Patrick Swayze, Jennifer Aniston, Eva Longoria, Christina Applegate, Kirsten Dunst, Jimmy Fallon, Lance Armstrong, Elizabeth Edwards**, and more) which aired simultaneously on the ABC, CBS and NBC networks (September 5, 2008);
- Clips of **Mariah Carey, Beyonce, Mary J. Blige, Rihanna, Fergie, Sheryl Crow, Miley Cyrus, Melissa Etheridge, Ashanti, Natasha Bedingfield, Keyshia Cole, Ciara, Leona Lewis, Leann Rimes** and **Carrie Underwood** performing JUST STAND UP; and much more. FORMORE INFORMATION, visit www.su2c.org.

TIMES AND COORDINATES: B-ROLL FOOTAGE

SATELLITE FEED WEDNESDAY MAY 27

10:00am – 10:15am ET (7:00am – 7:15am PST)

1:00pm - 1:15pm ET (10:00am – 10:15am PST)

7:00pm – 7:15pm ET (4:00pm – 4:15pm PST)

SATELLITE FEED THURSDAY MAY 28

4:00am - 4:15am ET (1:00am – 1:15am PST)

Galaxy 3C, Trans. 8, Downlink freq: 3860 (V)

Technical Contact: 732-969-3191 (24-hour line)

For more information, please contact Andy Shearer at (212) 843-8061.
