

FOR IMMEDIATE RELEASE



**STAND UP TO CANCER ANNOUNCES MORE THAN \$100 MILLION RAISED
IN UNPRECEDENTED EFFORT TO END CANCER'S REIGN AS A LEADING
CAUSE OF DEATH**

**Historic September 5th Fundraising Special Aired on ABC, CBS and NBC, and
Seen in Over 170 Countries**

* * *

**Entertainment Industry, Corporate and Organizational Donors, Philanthropists,
Volunteer Teams and the General Public Contributed Funds for Scientific "Dream
Teams" that Will Collaborate on Cancer Research**

SEPTEMBER 7, 2008 – LOS ANGELES, CA: *Stand Up To Cancer* today announced that from its launch on May 28, 2008, through September 5, 2008's historic simultaneous commercial-free telecast, the initiative has raised more than \$100 million to accelerate ground-breaking research and bring new therapies to patients more quickly. This unprecedented collaboration among the major television networks, entertainment industry executives, over 100 celebrities, and prominent leaders in cancer research and patient advocacy is designed to end cancer's reign as a leading cause of death.

"On behalf of the *Stand Up To Cancer* leadership team, we are tremendously grateful to everyone who contributed to make this historic event a success," said Lisa Paulsen, President & CEO of the Entertainment Industry Foundation, the 501(c)(3) charitable organization for the television and film business that serves as the fiduciary behind *Stand Up To Cancer*. "This money will go directly to funding the research programs necessary to defeat this insidious disease. This remarkable achievement was made possible by the generosity of ABC, CBS and NBC; performers who volunteered their time to participate in the broadcast; viewers who phoned in; the substantial contributions from corporations, organizations and philanthropists; and the thousands of people who donated through our website. The *Stand Up To Cancer* movement has only just begun. Together, we can make the difference in this fight."

Stand Up To Cancer's leadership team includes Laura Ziskin, who was executive producer of the September 5th broadcast and a cancer survivor; Katie Couric; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (who is also Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen, and Vice President Kathleen Lobb; the Noreen Fraser Foundation (NFF) and its executives Noreen Fraser, who is also a cancer survivor, Rusty Robertson and Sue Schwartz also of the Robertson Schwartz Agency (Noreen's husband Woody Fraser is also an NFF founder); and nonprofit executive Ellen Ziffren (whose husband, noted L.A. attorney Ken Ziffren, played a pivotal role in bringing together the three networks for the fundraising special). In addition to Laura Ziskin, the leadership team were co-producers

of the broadcast; all were responsible for securing the participation of *Stand Up To Cancer's* major donors.

Stand Up To Cancer's major contributors include the country's single largest individual supporter of cancer research, Sidney Kimmel, who pledged \$25 million during the telecast, as well as lead donor Major League Baseball who made a \$10 million commitment. Other major supporters include Amgen, AARP, Bloomberg Philanthropies, GlaxoSmithKline, Inter-American Development Bank (IDB), Revlon, Wallis Annenberg & The Annenberg Foundation, Alliance for Global Good, Lee Jeans, New York Giants, Milken Family Foundation, Philips Electronics, Saks Fifth Avenue, Steve Tisch, Stonyfield Farm, The Island Def Jam Music Group and many others. In addition to ABC, CBS and NBC, SU2C major media partners include AOL, Condé Nast Media Group, eBay Inc., Facebook, Hachette Filipacchi Media U.S., Hearst Corporation, Los Angeles Times, Meredith Corporation, The New York Times Company, Time Inc., and WebMD.

The American Association for Cancer Research (AACR) will conduct expert scientific review of the research projects and administer funds raised through the initiative under the direction of a Scientific Advisory Committee. Nobel Laureate Phillip A. Sharp, Ph.D., Institute Professor at the Massachusetts Institute of Technology and the David H. Koch Institute for Integrative Cancer Research at MIT chairs the Committee, which includes highly accomplished clinical investigators, senior laboratory researchers and physician-scientists.

Designation of *Stand Up To Cancer* research program grants will be announced soon. But the effort to raise funds for additional *Stand Up To Cancer* scientific "Dream Team" research programs has only just begun. And donations to *Stand Up To Cancer* are ongoing. Funds will continue to be raised from corporations, organizations and philanthropists. Individual donations can also be made anytime at the www.standup2cancer.org website or by calling the donation line at (888) 90 STAND.

Additional fundraising efforts include "Just Stand Up" – a new song conceived by Island Def Jam Music Group Chairman Antonio "L.A." Reid, co-produced with Kenny "Babyface" Edmonds, and performed by more than a dozen of the world's most accomplished female recording artists. "Just Stand Up" is available exclusively on iTunes with proceeds from the sale of the single going to *Stand Up To Cancer*.

The September 5th *Stand Up To Cancer* telecast will be available for streaming on ABC, CBS and NBC.

Every day, cancer kills 1,500 Americans – one person every minute. This year, more than 550,000 Americans and six million people worldwide will succumb to this vicious disease. One out of three women and one in every two men will be diagnosed in their lifetimes. With advances in technology and research, scientists are close to pushing cancer from a disease that all too often takes lives to one people largely triumph over.

SU2C's INNOVATIVE RESEARCH MODEL

New developments in the laboratory are revealing the way cancer begins, progresses and spreads. *Stand Up To Cancer* is founded on the belief that now, more than ever, there is sufficient knowledge of the basic science of cancer, and that the technologies are finally available to translate this knowledge into real advances in treatment and prevention. Today's cancer scientists are on the verge of life-saving discoveries. But what they

desperately need are the funds required to mount an all-out assault. Stand Up To Cancer is dedicated to providing this much needed new source of cancer research funding.

Stand Up To Cancer's innovative approach to research is designed to eliminate barriers that have traditionally inhibited creativity and collaboration by enabling the best and brightest investigators from leading institutions across the country and internationally to work together. These collaborative "Dream Teams" will pursue the most promising research, accelerating the discovery of new therapies for cancer patients and advancing efforts in cancer prevention research. Stand Up To Cancer monies will also be used for some high-risk, high-impact cancer research proposals, which are often not supported by conventional funding sources.

About the Entertainment Industry Foundation

The Entertainment Industry Foundation (EIF), the collective philanthropic organization for the television and film businesses, has distributed hundreds of millions of dollars to support programs addressing critical health, education and social issues.

About the Noreen Fraser Foundation

The Noreen Fraser Foundation utilizes film, television and web technologies to raise money for research as well as to educate and raise awareness about women's cancers. The funds raised will be used to provide large grants to uniquely qualified cancer researchers.

About AACR

The American Association for Cancer Research (AACR) is the oldest and largest scientific organization in the world focusing on every aspect of high-quality, innovative cancer research. Its reputation for scientific breadth and excellence attracts the premier researchers in the field. By accelerating the growth and spread of new knowledge about cancer, the AACR is on the front lines in the quest for the prevention and cure of cancer.

###

Media Contacts:

Thomas Chiodo, Rubenstein Communications
212-843-8289 / 917-714-6670
tchiodo@rubenstein.com

Andy Shearer, Rubenstein Communications
212-843-8061 / 917-439-7399
ashearer@rubenstein.com