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FOLDER TITLE:

The March-Coming Together to Conquer Cancer [Informational Packet]

2012-0057-S

kc656

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
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P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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THE MARCH



Coming Together To Conquer Cancer™

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THE MARCH

A CAMPAIGN BULLETIN

February 1998

COMING
TOGETHER
TO CONQUER
CANCER

SEPT. 26, 1998

Help us make history!

By Gen. H. Norman Schwarzkopf, US Army (Ret.), Honorary Chairman, THE MARCH

I'm alive today because I won a battle. But it's not the battle that everyone associates me with. In Operation Desert Storm, we won the battle, and indeed won the war. I won my other battle, too—with prostate cancer.

But the war on cancer goes on. President Nixon declared war on cancer back in 1971. Twenty-seven years is a long time to fight a war—too long.



Gen. Schwarzkopf

So I want to challenge the American people—all of us—to make the commitments necessary to win this war. Let's start with a commitment to support a new national grassroots campaign called "THE MARCH: Coming Together to Conquer Cancer."

Together, we'll make cancer—its treatment and cure—a national priority. We're talking about a bigger pie for research. And we're talking about people getting access to the best care available, and not just those of us lucky enough to have healthcare coverage. We're talking a full-scale, united assault on cancer. That's how wars are won.

How do we do this? For openers, we'll launch a media campaign with full-page ads in major newspapers and through

appearances on television and radio to get everybody's attention. We'll show the American people that cancer is everyone's issue, that almost everyone will be affected by cancer in some way during their lifetime, and that we need a serious boost in resources to fight this thing.

We'll top off the campaign with a demonstration in Washington, DC, on September 26. We're gonna pack the streets in DC and in communities across the country with people like you and me and demand that our nation's leaders get serious about really winning this long war on cancer.

You can play a part in this great campaign. We need you to join us today.

And whether you are a cancer survivor, or someone who loves a cancer survivor, or someone who just plain understands that cancer is everyone's issue, I challenge you to be a hero in the war on cancer. I challenge you to support THE MARCH.

If you can't make it to Washington on September 26, then get involved in your community. Future bulletins will describe ways that you can participate in your area.

So be prepared. Join THE MARCH, and help us make history!

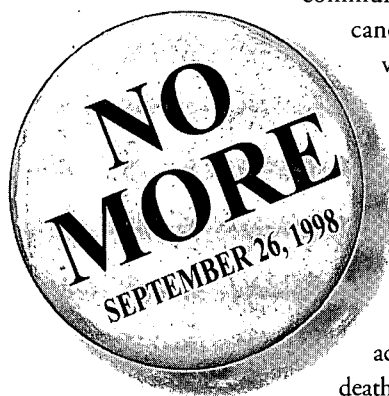
This message is adapted from a longer article appearing in the March-April 1998 issue of Coping magazine. Used by permission. Copyright © 1998 Coping. All rights reserved.

THE MARCH
HEADQUARTERS
1010 WAYNE AVE.
SUITE 200
SILVER SPRING,
MD 20910

Fast Facts

What Is THE MARCH?

- It's a *campaign* to make cancer the nation's #1 health priority
- It's a *grassroots movement* to bring people together in local communities to improve services for cancer survivors and voice survivors' concerns to state and regional leaders
- It's a *historic event* set for September 26, when cancer survivors and supporters will rally in Washington, DC, and in communities across the nation to demand immediate action to end the suffering and death caused by cancer



What Are Our Objectives?

- Dramatic new approaches to cancer research
- Access to quality cancer care for ALL Americans
- A renewed commitment from our elected officials to WIN the war on cancer

What Will Happen on September 26, 1998?

- In Washington, DC, THE MARCH weekend will include a candlelight vigil, interfaith services, educational displays, and a rally on the Mall
- Rallies, marches, and many other events will occur simultaneously in communities across the country

Who's Joining THE MARCH?

- Cancer survivors, their families, friends, and supporters
- National, state, and local organizations and support groups
- Medical and research communities
- Everyone who believes we must find a cure for cancer NOW

Why Should You Join THE MARCH?

- Because about 40 percent of Americans will get cancer
- Because 1.5 million people will be diagnosed *this year*
- Because more than 1,500 Americans die from cancer *every single day*
- Because cancer costs our society more than \$104 billion a year in medical costs, lost productivity, and end-of-life support
- Because cancer does not discriminate: It touches *everyone*

What You Can Do

- Enlist in our volunteer army. Fill out the coupon and mail it to THE MARCH
- Recruit others to join THE MARCH
- Become a grassroots organizer in your community
- Watch this bulletin for creative ideas
- Visit our website at <http://www.themarch.org> for information and continuing updates
- Tell us what you're doing in your community

Fighting Words

"September 26, 1998, is the beginning of the end of cancer."

— Ellen Stovall, two-time cancer survivor,
president of THE MARCH



Coming Together To Conquer Cancer • September 26, 1998

☐ Enlist me in the War on Cancer!

And send me more information on THE MARCH and how I can help.

Name

Address

City, State, Zip

Daytime phone

Evening phone

E-mail address

FAX

Why I'm interested

Send to: THE MARCH, 1010 Wayne Avenue, Suite 200,
Silver Spring, MD 20910

THE MARCH • COMING TOGETHER TO CONQUER CANCER

Phone: 1-800-THE MARCH 1-800-843-6272 E-mail: info@themarch.org 1010 Wayne Avenue, Suite 200, Silver Spring, MD 20910

President: Ellen L. Stovall Chief Operating Officer: Betsy Clark Editor: Terrence Campbell Associate Editor: Melinda Shelton Design: Mea Rhee
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THE MARCH

A CAMPAIGN BULLETIN

March 1998

COMING
TOGETHER
TO CONQUER
CANCER

SEPT. 26, 1998

The power of the grassroots

Deep in Appalachia, an ambitious project to prevent and control cancer is underway in some of the most remote counties in Kentucky and Tennessee.

The "way in" to these tight-knit communities is through local people, accord-

ing to Gilbert Friedell, MD, a supporter of THE MARCH™ who directs the Central Appalachia Leadership Initiative on Cancer. Friedell, a veteran in grassroots organizing, cautions that outsiders who

fail to recognize the importance of "homeplace," of family and community, face enormous obstacles in any area, rural or urban.

"Community involvement and focus are the keys to success in any grassroots organizing campaign," asserts Dr. Friedell.

THE MARCH is a national, yet community-based, campaign to make cancer the nation's #1 healthcare priority.

On September 26, an army of supporters will gather on The Mall in Washington, DC, and in communities

nationwide in an unprecedented public display of solidarity. Their demands: greater funding for cancer research, increased access to quality care for all people with cancer, and a renewed commitment from elected officials to win the war on cancer.

THE MARCH is also a revolutionary grassroots movement to create a new political constituency.

"An empowered, involved citizenry will demand more input in making public policies that affect them or someone they know," says cancer survivor Ellen Stovall, president of THE MARCH. "THE MARCH as an event is a one-day public demonstration about cancer. THE MARCH as a movement is a vehicle for significant change in the ways we think about and deal with cancer and cancer policy - locally and nationally."

State and regional groups have begun to organize. Their goal is to cultivate cooperation between new and existing coalitions. As these groups establish operations, THE MARCH Bulletin and Web site (www.themarch.org) will post information on how to contact them so that you can join or support activities in your region.

grass roots (gras' roots'):

1. the common or ordinary people; the rank and file.
2. the agricultural and rural areas of a country.
3. the people inhabiting these areas, esp. as a political, social, or economic group.

Source: The Random House College Dictionary, Revised Edition

THE MARCH
HEADQUARTERS
1010 WAYNE AVENUE
SUITE 200
SILVER SPRING,
MD 20910

Keys to THE MARCH grassroots campaign

- Emphasize cancer as everyone's problem.
- Involve cancer survivors. They have real-life stories to share. They are what this campaign is all about.
- Recognize "communities" can take all shapes and sizes: borough, village, town, city, county, parish, neighborhood, school, peer-support groups, etc.
- Involve every sector in community coalitions, including schools, businesses, civic groups, etc.
- Stress diversity — encourage people of all ages and backgrounds to join.
- Provide information to help the community to assess services and survivors' needs. Encourage people to take ownership of the campaign.

Make your special event a part of THE MARCH!

Organizers across the nation are holding a wide variety of events in support of THE MARCH. It's a way for local and regional activities to tie into the national event for greater impact. THE MARCH will publicize selected events on our Web site and in THE MARCH Bulletin to widen participation and to inspire other communities to create their own attractions.

Whether you're organizing a special occasion to coincide with THE MARCH on September 26, or whether you would like to organize your annual event around MARCH themes, you may want to consider linking your event to THE MARCH. To receive your information kit, just fill out and mail the coupon below.

Name of Your Event _____
 Date(s) _____ Time _____
 Location _____
 Describe your event _____
 Contact name _____
 Title (if any) _____
 Organization _____
 Address _____
 City, State, Zip _____
 Phone _____

Send to: THE MARCH, 1010 Wayne Avenue, Suite 200,
 Silver Spring, MD 20910

Fighting words

"If the problem is in the community, then the solution is in the community."

— Dr. Gilbert H. Friedell, MD, Director, Central Highlands
 Appalachia Leadership Initiative on Cancer



Coming Together To Conquer Cancer • September 26, 1998

☐ Enlist me in the War on Cancer!

And send me more information on THE MARCH and how I can help.

Name _____
 Address _____
 City, State, Zip _____
 Daytime phone _____
 Evening phone _____
 E-mail address _____
 FAX _____
 Why I'm interested _____

Send to: THE MARCH, 1010 Wayne Avenue, Suite 200,
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Phone: 1-800-THE MARCH (1-800-843-6272) www.themarch.org E-mail: info@themarch.org 1010 Wayne Avenue, Suite 200, Silver Spring, MD 20910

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THE MARCH

A CAMPAIGN BULLETIN

April 1998

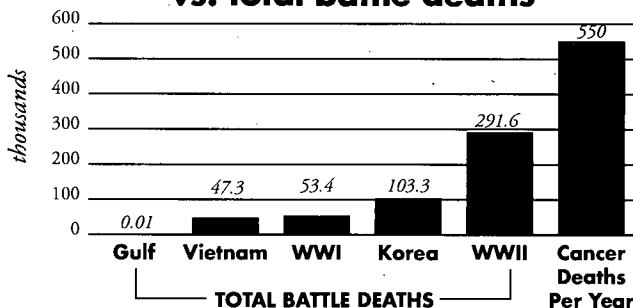
COMING
TOGETHER
TO CONQUER
CANCER™

SEPT. 26, 1998

Cancer in graphic detail

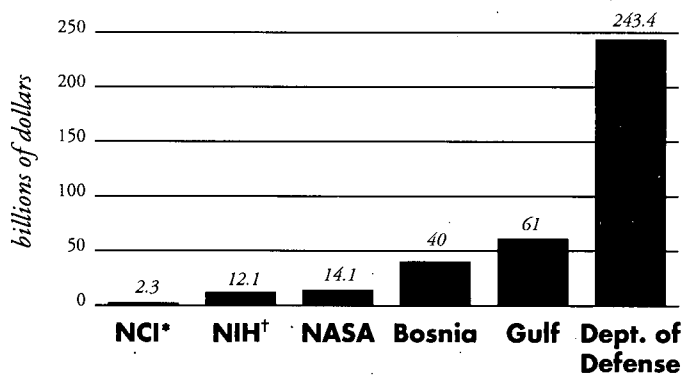
Why do we need THE MARCH? Take a look:

**Total cancer deaths per year
vs. total battle deaths**



Some 496,000 Americans died in
five wars fought in this *century*.
But cancer claims 550,000 lives in
the US *every year*.

Federal expenditures per year



The US government bankrolled
the Gulf War to the tune of \$61
billion—*26 times* the budget for
the War on Cancer.

* National Cancer Institute
† National Institutes of Health

A penny for cancer research

THE MARCH
HEADQUARTERS
1010 WAYNE AVENUE
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SILVER SPRING,
MD 20910



ratio
1000:1



For every \$10 you pay in taxes,
the War on Cancer gets a penny.

In short, we need THE MARCH to demand that Congress *show us the money!*

Special thanks to Donald S. Coffey for the data in these charts.

More reasons why we need THE MARCH

- Because cancer is the leading cause of non-accidental deaths in children under 14
- Because cancer hits the most vulnerable people hardest: the elderly, the poor, and the uninsured
- Because lack of access to quality care, or information, or even transportation often has fatal consequences
- Because cancer is an environmental issue. And a spiritual issue. And a public health and safety issue. And a labor and industry issue. And a matter of life and death.
- Because President Clinton's proposed "Patients' Bill of Rights" doesn't go far enough
- And because a bigger pie—more money for ALL cancer research, treatment and prevention—will benefit everyone

To join THE MARCH, call: 1-800-THE-MARCH (1-800-843-6272).

Make your special event a part of THE MARCH!

Organizers across the nation are holding a wide variety of events in support of THE MARCH. It's a way for local and regional activities to tie into the national event for greater impact. THE MARCH will publicize selected events on our Web site and in THE MARCH Bulletin to widen participation and to inspire other communities to create their own attractions.

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 Phone _____

Send to: THE MARCH, 1010 Wayne Avenue, Suite 200,
 Silver Spring, MD 20910

Fighting words

"If we really want to defend against the terrorism of cancer, we need to attack it with a real war effort."

—Donald S. Coffey, PhD, President,
 American Association for Cancer Research



Coming Together To Conquer Cancer • September 26, 1998

☐ Enlist me in the War on Cancer!

And send me more information on THE MARCH and how I can help.

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THE MARCH

A CAMPAIGN BULLETIN

May 1998

COMING
TOGETHER
TO CONQUER
CANCER™

SEPT. 26, 1998

MARCHing across the USA

by Melinda Shelton

LOS ANGELES—Hundreds of cancer survivors, caregivers, families, and friends are expected at "Campaign Against Cancer: A Day of Action, Education and Advocacy for Cancer Patients and Their Loved Ones"

Saturday, June 6, from 10 a.m. to 3:30 p.m., at the Los Angeles-Airport Marriott.

The program includes a session on THE MARCH... Coming Together To Conquer Cancer™, including local plans and details on delegations traveling to Washington, DC, in September.

The event will offer breakout sessions on a wide range of survivorship issues. Admission is free.

The Greater Los Angeles Consortium of Cancer Healthcare Organizations, more than 30 organizations strong, will sponsor the occasion.

DES MOINES, IOWA—Plans are shaping up here in Iowa's capital, in Cedar Rapids and in neighboring Minnesota and Wisconsin communities where thousands are expected to participate in activities for THE MARCH.

"People from all walks of life who have been touched by cancer" are jumping on THE MARCH bandwagon to make cancer the nation's #1 healthcare priority, says Dean Gesme, Jr, MD, a Cedar Rapids oncologist and vice president of the National Coalition for Cancer Survivorship. Among the region's activities:

- A rally at Taylor Stadium Saturday, September 19, and a march to the State

Capitol in Des Moines

- A September 25 candlelight vigil in Cedar Rapids (Organizers plan to charter a plane that will leave early September 26 for the Washington, DC, event, and return that evening)

- A sale of bricks for a survivors' memorial and proceeds from other MARCH-related items will defray costs of sending an Iowa delegation to Washington

Iowans may try other ideas, says Dr. Gesme, "like driving a truckload of corn—an ear for every person in the state—to DC," or organizing more than 100 Ribbon of Hope signings across the state "and taking the ribbons to Washington."

NASHVILLE, TENNESSEE—Saturday, September 26, will mark a day of celebration, remembrance, and hope for cancer advocates here.

Local MARCH activities include an 8 a.m. interdenominational service at Bicentennial Mall, a reading of names of state residents who have died from cancer in the last year, a march to the State Capitol, and a rally to win the war on cancer.

Organizers will sell plaid ribbons and color-coded prayer flags representing various cancers to be flown throughout the day.

A health fair with vendors, information booths, hands-on therapy sessions, food, and entertainment will open at noon. The day will close with a "Celebration of Life," a candlelight vigil, and musical performances.

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Tips for local events

Want to become a part of The March? Here are some ideas, many of which are being turned into actions:

- **Educational events:** Hold classes or discussion groups on a cancer-related issue. Organize prevention seminars for social workers, clergy or nurses. Offer environmental classes like gardening without pesticides. Sponsor a seminar on labor-related issues such as workplace safety and occupational hazards.
- **Sporting events:** Have the first pitch of every baseball or softball game thrown out by a cancer survivor. At football, lacrosse, soccer, and other sporting events, take a moment of silence for cancer survivors and those who have died. Throw a benefit event (golf, tennis, swimming, softball, college intramurals).
- **Spiritual events:** Hold a remembrance or candlelight service at your place of worship. Read the names of those diagnosed with cancer. Or present a similar ceremony at a significant place in your community.
- **Children's events:** Let school groups visit cancer patients at local hospitals or cancer centers. Start an art or pen pal project and let participants meet one another on September 26. Have them paint a mural or ceiling tiles in a hospital. Offer education and prevention classes. Let children visit other children in cancer units.

Where does your money go?

Contributions to THE MARCH help in a variety of ways. Donations enable us to:

- create and distribute educational materials to help spread the word about THE MARCH and our goals
- provide manuals to help local organizers prepare their events
- communicate our message to labor, education, antipoverty, and senior-citizen groups
- pay for newspaper, radio, or television ads inviting people to join THE MARCH

But your financial support goes much farther. THE MARCH is more than a one-day happening. We are here to stay. In organizing THE MARCH, we will build a thriving national advocacy network that can take action on an issue at a moment's notice. And after September 26, we will continue to work closely with national leaders until there is NO MORE CANCER.

Thank you for your support of THE MARCH!

Fighting words

"Why THE MARCH? Because this year alone, we will lose more than 500,000 precious American lives to this so-called war on cancer—more than all the lives of all Americans lost to all the wars we have fought in this century. This is totally unacceptable, and we must say: No more!"

—Ellen Stovall, cancer survivor and President, THE MARCH, at press briefing in Washington, DC, April 2



Coming Together To Conquer Cancer
September 26, 1998

☐ Enlist me in the War on Cancer!

Send me more information on THE MARCH and how I can help. (Complete left side of form.)

☐ Add our event to THE MARCH calendar.

Whether you're organizing a special occasion to coincide with THE MARCH on September 26, or whether you would like to organize your existing event around THE MARCH themes, you may want to consider linking to THE MARCH. We will publicize selected events on our Web site and in THE MARCH Bulletin to widen participation and to inspire other communities to create their own attractions. (Complete both sides of form.)

Name _____	Name of Your Event _____
Address _____	Date _____
City, State, Zip _____	Time _____
Daytime phone _____	Location _____
Evening phone _____	Organization _____
E-mail address _____	Describe your event _____
FAX _____	_____
Why I'm interested _____	_____

Please complete and return to:

THE MARCH, 1010 Wayne Avenue, Suite 200, Silver Spring, MD 20910

Contributions to THE MARCH are tax deductible.

SIDNEY KIMMEL FOUNDATION for CANCER RESEARCH



GlaxoWellcome



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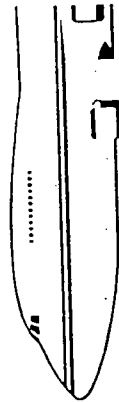
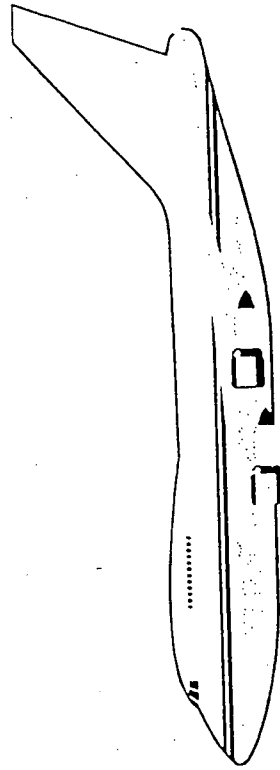
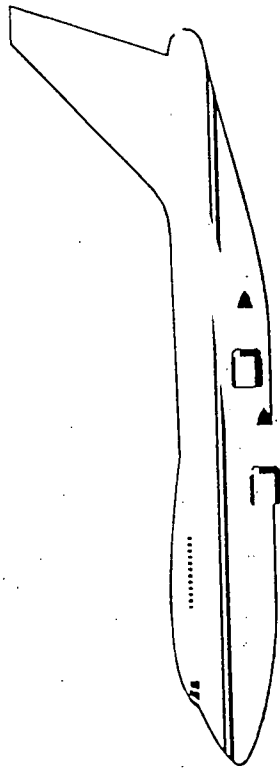
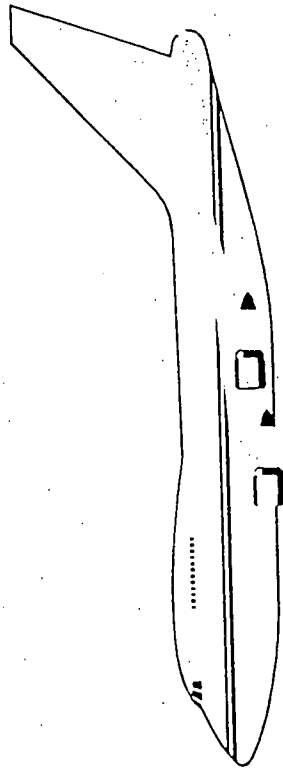
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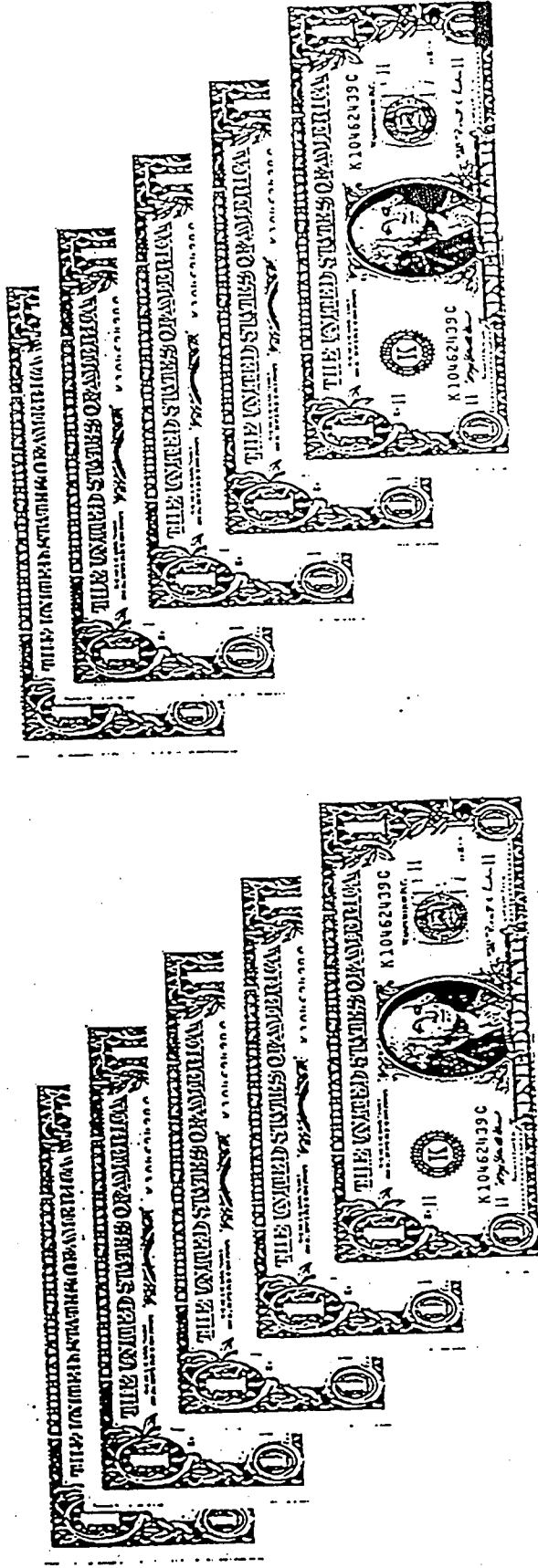
**1,500 people die
each day
from cancer !!!**

Equivalent to 3.5 Jumbo Jets

(420 passengers / Jumbo jet)



You pay 10 dollars in taxes....

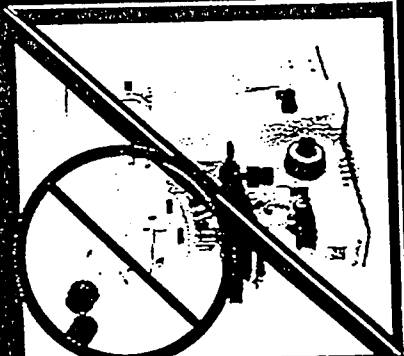
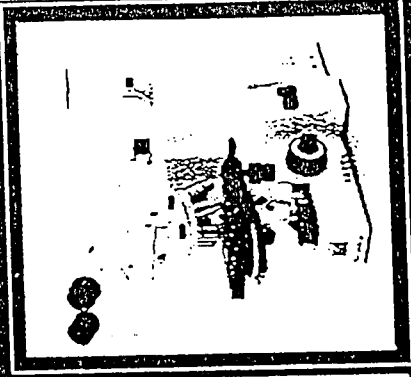
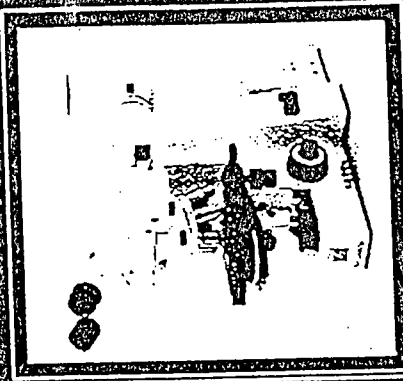
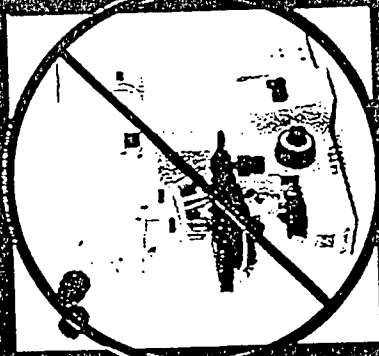
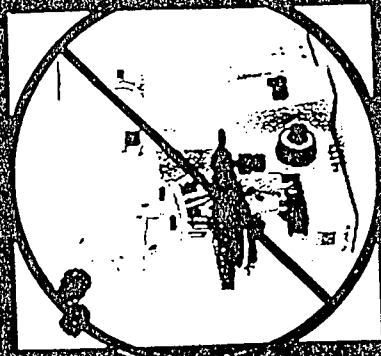


....for just 1 penny of cancer research.



1000:1 ratio

Three out of four of the approved N.I.H.
cancer research grants are not funded !!



Funded 25%

March/April 1998
\$3.00

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Coping®

LIVING WITH CANCER

**Gen. Norman
Schwarzkopf**
**I Want YOU for the
March on Cancer!**

How to Help Your Mate Face Breast Cancer
The Real Truth About Support Groups
The Challenge of Cancer in the Workplace
Relaxation Techniques • Profiles in Courage





I WANT YOU FOR THE MARCH ON CANCER!

by Gen. H. Norman Schwarzkopf, US Army (Ret.)

Most people associate me with Operation Desert Storm, in which the military forces under my command won the war, but I'm alive today because I won my other battle — the one with prostate cancer. My battle is over, but the war on cancer goes on. President Nixon declared war on cancer back in 1971. Twenty-seven years is a long time to fight a war — too long. I want to challenge the American people — all of us — to make the commitments necessary to win this war on cancer, starting with a commitment to support a new national grassroots campaign called "The March: Coming Together to Conquer Cancer."

I was recently named national chairman of this campaign. It's a

In order to win a war, you must have three things. First and foremost, you must have the full support of the people. Second, you need brave men and women — heroes — who are willing to move into harm's way. And third, you must make a commitment to arm those troops with the best weapons and equipment available. That's what we had in Kuwait, and they were the keys to victory. I am convinced that, with those crucial keys in hand, we can also win the war on cancer.

I have more than a casual interest in the war on cancer because of my experience with prostate cancer. My battle began with, of all things, a sore knee. I had tendonitis in my left knee, so I went to the hospital to get a shot

so I decided to stop by. The doctor examined me and said, "You know, something doesn't seem quite right there. We'd better run some tests and do a biopsy." Of course I panicked, but he said, "Don't worry, I've done this a thousand times. It isn't prostate cancer, but I think we ought to have a look to see what it is."

I had the tests and they were fine. I had an ultrasound, and the technician said, "I've seen thousands of these things, and I can tell you you've got nothing to worry about." He went so far as to guarantee that I didn't have cancer. I had to wait a week or so for the results on my biopsy, but I wasn't worried. My PSA was fine, the other tests were negative, and besides, gen-

I want to challenge the American people - all of us - to make the commitments necessary to win this war on cancer, starting with a commitment to support a new national grassroots campaign called "The March: Coming Together to Conquer Cancer."

mission I'm proud to be a part of. "The March" is spearheaded by the National Coalition for Cancer Survivorship. This coalition has brought together dozens of cancer organizations of all kinds to support this campaign to win the war on cancer.

of cortisone and get my knee checked. After I saw the orthopedist, I thought, "While I'm here, I'll go see the urologist." Not that I had any great need to — I'd had a PSA test just a year before and it was normal — but it had been awhile since I'd seen the urologist,

erals don't get things like prostate cancer, right? Wrong. It was five o'clock on a Friday afternoon when I got the call from my doctor. I was going to leave with my son at 5:15 to see "Man of La Mancha" in Orlando. It was like a bad dream: "I don't know how to say

this," my doctor stammered, "other than to say you have cancer." It was like he had hit me with a hammer. I was in total shock. I said, "Wait a minute! I don't have cancer! My tests were all negative! I can't have cancer!"

I thank God that I had to drive my son to Orlando to see the musical. I didn't tell him about the diagnosis. I wasn't ready to do that. But just driving the car seemed to somehow help me. At least it was something to do, and it beat the hell out of bouncing off the walls at home. As it turned out, "doing something" was the key to my recovery. Of course, to beat cancer you have to do something more than just take a long drive. But my instinct to "do something" was right on target.

first place. Because we can — if only we will.

To win the war on cancer, we must have the full support of the American people. There is every reason to believe we can win that support, because nowadays just about everyone knows someone, or knows of someone, with cancer. Next, we need troops. We need people who are willing to stand up and speak out and demand a renewed commitment to the war on cancer. We need heroes. We need YOU.

Ever since the Gulf War, a lot of people have called me a hero. Well, I have to tell you, "hero" is not a title I'm comfortable with. I've said it before, and I'll say it again, "It doesn't take a hero to lead troops into battle. It takes a hero to be one of those troops

progress, no question, but half of the people diagnosed with cancer die from it. And with a million and a half people — a million and a half! — diagnosed with cancer every year, that's too much pain, too many deaths, too much grief. This has got to stop.

You can play a part in this great campaign. We need you to play a part in this campaign. And whether you are a cancer survivor, someone who loves a cancer survivor, or someone who just plain understands that cancer is everyone's issue, I challenge you to be a hero in the war on cancer. I challenge you to support The March. If you can, join us in Washington, D.C., on September 26. If you can't make it to Washington, get involved in your community. You could host an event in

We'll top off the campaign with a demonstration in Washington, D.C., on September 26, 1998. We want to pack the streets in D.C. and in communities across the country with people like you and me and demand that our nation's leaders get serious about winning this long war on cancer.

About midway through the show, around the time Don Quixote sang "The Impossible Dream," I decided I was going to beat this cancer. I took the offensive — to talk to people with prostate cancer, to talk with the best doctors I could find, and to read everything I could get my hands on. In short, I became an advocate for myself — something everyone with cancer should do. Beyond that, I decided to look for a purpose in getting hit with a cancer diagnosis.

When I was in the Persian Gulf, I didn't spend a lot of time daydreaming about my place in history. I was too busy being mindful of my responsibility to the men and women I was leading. Now, it's the same way with cancer. I want to play my part to make sure that people with cancer get the best care available, and that they can find the information they need to make good decisions. Beyond that, I want to do my share in making cancer a thing of the past, like polio. Does that sound like an "impossible dream" to you? If so, I challenge you to dare to dream the dream anyway. Dare to believe that we can find a cure for cancer, or a way to prevent it in the

going into battle." I challenge you to become a hero in the war on cancer. Don't think for a minute that you're not important enough or not powerful enough to make a difference. We need each and every cancer survivor, and every American for that matter, who cares about cancer survivorship to come forward. And there are some real, practical ways you can do this. Let's start with The March. Through The March, we'll send America a wake-up call about cancer. We will do this through a media campaign with full-page ads in major newspapers and through appearances on television and radio. We'll show the American people that cancer is everyone's issue, that almost everyone will be affected by cancer in some way during their lifetimes, and that we need a serious boost in resources to fight this thing.

We'll top off the campaign with a demonstration in Washington, D.C., on September 26, 1998. We want to pack the streets in D.C. and in communities across the country with people like you and me and demand that our nation's leaders get serious about winning this long war on cancer. We're out to change history. We've made

your community that would call attention to the issues. You could start a letter-writing campaign. You could just talk to friends and co-workers about The March. But whatever you do, do something. We need action. We need everybody who cares about the cancer epidemic to stand and march with us. The only way we can win this thing is to work together, so let's do it. And when we do finally win, we can say, "This is a great day to be a soldier in the war on cancer!"

Action! General Schwarzkopf needs troops for The March on September 26. He needs YOU. Find out how you can participate in Washington, D.C., or in your hometown, and join ranks with talk show host Larry King and cancer survivors Sam Donaldson, Michael Milken, Ellen Stovall, Robert Urich, Morton Downey, Jr., and hundreds of other prominent Americans who will lead The March to conquer cancer. Contact The March, 1010 Wayne Ave., Suite 200, Silver Spring, MD 20910; 1-800-THE MARCH (phone), (301) 589-8609 (fax), e-mail info@themarch.org, website www.themarch.org. ■

SATURDAY, SEPTEMBER 26, 1998
WASHINGTON, DC



an open letter to america • about THE MARCH • attending THE MARCH
THE MARCH bulletin • local action • cancer update • companies that care
en español • who we are • THE MARCH store • e-mail us



THE MARCH Press Briefing - Thursday, April 2, 1998

Press Briefing Agenda

Press Briefing Transcription

(Click [HERE](#) to download a free copy of RealAudio player and install it to hear the broadcast.)



Ellen V. Sigal, Ph.D.

3299 K Street, NW, Suite 100
Washington, D.C. 20007
Telephone: 202/944-6710
Facsimile: 202/333-7840
e-mail: esigal@ibm.net



1730 K Street, N.W.
4th Floor
Washington, D.C. 20006
Telephone: 202/861-0998
877-THE MARCH
Facsimile: 202/861-4794
Internet: www.themarch.org

EXECUTIVE SUMMARY

The MARCH Event and The Successor Organization

Introduction

THE MARCH ... Coming Together to Conquer Cancer is a historic national event that is uniting cancer survivors, scientists and advocates in an urgent campaign to make the cure and prevention of cancer the nation's top research and healthcare priority. The goal of The MARCH is to create an unprecedented, inclusive, advocacy movement dedicated to curing cancer.

Every American who wants to end the toll taken by cancer – now diagnosed in one out of every two men and one out of every three women – is invited to converge on The National Mall in Washington, D.C., on September 25-26, 1998 to announce the arrival of a new movement to end the nation's war on cancer.

"I'm going to be there, and I challenge every other cancer survivor and every other American to be there with us," says Ret. U.S. Army General H. Norman Schwarzkopf, cancer survivor and honorary chairman of The MARCH. General Schwarzkopf notes that cancer claims more lives in America annually (560,000) than all the troops under his command in the Gulf War (541,000).

The MARCH represents the first broad-based collaboration between groups working to increase the investment in cancer research. The MARCH is being spearheaded by CaP CURE, Friends of Cancer Research, the Intercultural Cancer Council (ICC), the National Coalition for Cancer Survivorship (NCCS) and the Sidney Kimmel Foundation for Cancer Research. Broadcasters Sam Donaldson and Larry King have also lent their support, with The MARCH publicly announced on the CNN program *Larry King Live*.

The Candlelight Vigil: A Testimony to Hope, September 25, 1998

Events in the nation's capital will begin on September 25 with a candlelight vigil at the Reflecting Pool of the Lincoln Memorial. All 535 members of Congress will be invited to remember the more than 535,000 lives lost to cancer each year by holding a candle for their state or district. The candlelight vigil will focus attention on a poignant message of hope, as the names of lives lost to cancer will be illuminated on the water of the Reflecting Pool. A brief, interfaith service will conclude the program.

Turning Hope Into Action: The Rally on The National Mall, September 26, 1998

Hope will be transformed to action the following day on the Capitol side of the Mall. As thousands of participants gather from their buses, planes, trains and cars during the morning, they will have the opportunity to participate in a variety of interactive educational activities. When the crowd has fully converged at noon, the rally will begin. The stage will be set so the Capitol dome is always in view (and in camera shot). On stage, members of the Administration and Congress will gather with celebrities and cancer survivors to call on national leaders to "take down the barriers to a cure."

A set of walls will be erected on either side of the stage, creating the effect of a border to the Capitol—visually and symbolically representing "the barriers to a cure." During the program, some of the notable participants (like General Schwarzkopf) will symbolically break down the wall, evoking the dismantling of the Berlin wall and the historic remark of President Ronald Reagan to Soviet Premier Mikhail Gorbachev: "Tear down this wall."

Another set of walls – "Walls of Remembrance" – will be erected around the periphery of the event site. Participants will have the opportunity to leave messages on these walls, on behalf of themselves or a loved one, to urge Congress to hasten the cure. Or people may leave some memento: a photograph or some personal tribute to a survivor or memory of one lost to the disease. Sections of the wall containing these messages will subsequently be presented to elected officials from respective states or districts.

Celebrating the Call to Action: A Benefit Concert in Constitution Hall, September 26, 1998

The MARCH will conclude with a benefit concert at Constitution Hall celebrating the call to action. Special moments from the candlelight vigil and the rally will be featured in the concert program.

A National Effort to End the War on Cancer: Events Outside of Washington, September 25-26, 1998

Outside the Beltway, community task forces are organizing a number of local events to support The MARCH in Washington, D.C., including candlelight vigils, rallies and town hall meetings in which individuals will be encouraged to discuss medical and public policy issues related to cancer and its cure.

The MARCH has been endorsed by over 1,700 organizations, including the American Cancer Society, American Society of Clinical Oncology, the Association of American Cancer Institutes, Oncology Nursing Society, and the Susan G. Komen Breast Cancer Foundation.

Policy Task Forces Define the Investment for the Cure

Three policy task forces have been established to support a successor organization, which will ensure that leaders act on The MARCH's message after the rally is over. These task forces are focusing on cancer research, cancer care and outreach to minority and medically under-served populations:

CANCER RESEARCH

The Research Task Force has established 13 expert subcommittees to identify opportunities and obstacles for cancer research funding. Members of the Task Force are conferring with leaders from public and private agencies, including the National Cancer Institute, the National Institute of Health and the Food & Drug Administration.

QUALITY CANCER CARE

The Quality Cancer Care Task Force has been established to investigate and report on the standard of medical treatments for people living with cancer. Organizers plan to issue recommendations for establishing a more accountable system of cancer care.

OUTREACH

The Outreach Task Force will ensure that the mission of The MARCH reaches all Americans, including people from minority and under-served communities.

With its broad-based goals and national scope, The MARCH offers organizations and individuals working on behalf of this country's 8.1 million cancer survivors the challenge to make the kinds of changes no one individual or group can make alone.

September 27 Onward: The Successor Organization

THE MARCH is only the beginning. **THE MARCH** Fund for Cancer Advocacy will then launch the formation of a new alliance of empowered individuals and groups from the public and private sectors. It is envisioned that this alliance, with ties to communities and existing patient, medical, business, education, survivor, and research groups, could become an advocacy leader in the war on cancer.

Some of the reasons such an educational and political advocacy organization is needed include:

- ◆ To remove the barrier of apathy – apathy that cancer can not be conquered, or that only certain cancers can be cured and prevented.
- ◆ To engage the American public in communicating to Congress and the Administration the magnitude of the cancer problem. This would reflect the millions of lives lost since President Nixon declared war on cancer in 1971, and the

incalculable cost to society versus the inadequate annual investments that never support a full-scale war against cancer. Cancer costs roughly fifty times more than the federal investment in cancer research -- \$115 billion a year in costs versus the \$2.3 billion budget for the National Cancer Institute.

- ◆ To communicate to the American public and to all branches of government the extraordinary promise of prior investments in cancer research as a basis for defining what is possible today -- so that new and necessary resources will be made available to complete the research agenda. This requires a unified communication effort involving the National Cancer Institute, other government agencies working in cancer, professional scientific societies, survivors and advocacy groups.
- ◆ To ensure that progress is made in meeting the needs of the poor, medically underserved, and minority populations. THE MARCH Research Task Force will make recommendations in areas of strategic translational research initiatives, special populations and underfunded research.
- ◆ To engage the private sector in all aspects of cancer research and translation of research into new products and strategies to prevent, detect and treat all cancers. Incentives are needed for the private sector to engage in public/private partnerships in all areas of treatment, early detection, and prevention of cancer.
- ◆ To define and demand knowledgeable, unified policy-making and regulatory approaches to facilitate and support this new national effort to conquer cancer. It is anticipated that the successor organization would work with legislators to assist in cancer policy making and streamlining of the regulatory process for new cancer technologies.
- ◆ To demand that our government examine the impact of new systems of healthcare delivery and managed care on the cure and prevention of cancer. The successor organization would work with managed care organizations and with Congress to ensure that all cancer patients receive state-of-the art care and new technologies for early detection and prevention.

Summary

THE MARCH will create an unequalled opportunity to come together on September 25 & 26, 1998, and thereafter to turn the tide against cancer, with a successor organization dedicated to education, political advocacy and action.

Cancer survivors and researchers; the elderly, who will bear the brunt of the cancer problem in the next few years; labor organizations, who will bear much of the costs; and families, who do not want to lose any more loved ones to cancer will unite with all Americans in an unprecedented advocacy movement -- a movement that will continue until we conquer cancer.

THE MARCH Headquarters

Event information, organizing assistance, travel and lodging tips, merchandise:
1-877-THE MARCH (877-843-6272)

Basic information: 1-800-THE MARCH (800-843-8272)

In the Washington metro area call: 202-861-0998

Facsimile: 202-861-4794

Address: THE MARCH, 1730 K Street, NW, 4th Floor, Washington, DC 20006

Lodging and travel accommodations are filling rapidly for the Washington, D.C., events.

Contact: Capitol Reservations, 1-800-847-4832

Corniche Travel, 1-877-267-6424

(Inquire about MARCH discounts)

Visit our web site at www.themarch.org or e-mail: info@themarch.org for complete details, MARCH sponsors and links to many supporting organizations.



1730 K Street, N.W.
4th Floor
Washington, D.C. 20006
Telephone: 202/861-0998
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Facsimile: 202/861-4794
Internet: www.themarch.org

PRESENTING SPONSOR

Sidney Kimmel Foundation for Cancer Research

PRESENTING UNDERWRITER

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ADVOCATE

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Internet: www.themarch.org

DONOR OPPORTUNITIES

Benefactor (\$250,000)

- Acknowledgement on The MARCH web site with hyperlink
- On site signage acknowledging sponsors at Candlelight Vigil and Rally
- Premium seating at The MARCH benefit concert
- Invitation to The MARCH post-benefit concert reception
- Acknowledgement in official program for The MARCH benefit concert
- Special guest parking credential for The MARCH rally
- Event credential for access to Special Guest private entrance
- Access to Special Guest hospitality tent morning of the Rally
- Access to Special Guest viewing area at Candlelight Vigil and Rally
- Recurring mention in press and materials promoting The MARCH
- Updates on The MARCH event developments
- Acknowledgement in *The Washington Post* Official Souvenir Program¹
- Recognition on jumbotrons at the Rally

Advocate (\$100,000)

- Acknowledgement on The MARCH web site
- On site signage acknowledging sponsors at Candlelight Vigil and Rally
- Premium seating at The MARCH benefit concert
- Invitation to The MARCH post-benefit concert reception
- Acknowledgement in official program for The MARCH benefit concert
- Event credential for access to Special Guest private entrance
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- Updates on The MARCH event developments
- Acknowledgement in *The Washington Post* Official Souvenir Program
- Recognition on jumbotrons at the Rally

Patron (\$50,000)

- Preferred seating at The MARCH benefit concert
- Invitation to The MARCH post-benefit concert reception
- Acknowledgement in official program for The MARCH benefit concert
- Event credential for access to VIP viewing area at Candlelight Vigil and Rally
- Updates on The MARCH event developments
- Acknowledgement in *The Washington Post* Official Souvenir Program

¹ Pending finalization with *The Washington Post*.

Associate (\$25,000)

- Seating at The MARCH benefit concert
- Invitation to The MARCH post-benefit concert reception
- Acknowledgement in official program for The MARCH benefit concert
- Updates on The MARCH event developments
- Acknowledgement in *The Washington Post* Official Souvenir Program

Friend (\$10,000)

- Tickets to The MARCH benefit concert
- Acknowledgement in official program for The MARCH benefit concert
- Acknowledgement in *The Washington Post* Official Souvenir Program

Supporter (\$5,000)

- Acknowledgement in official program for The MARCH benefit concert

1730 K Street, N.W.

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Exclusive Underwriting Opportunities

- Jumbotrons on the National Mall for the Rally on Saturday. Includes special recognition on the videos run on the Jumbotrons before, during and after the program.
Investment: \$400,000
- Printed promotional materials for The MARCH, including one million countertop brochures distributed throughout the country. Includes special recognition on all materials.
Investment: \$500,000
- Main Stage for the Rally. Includes special recognition on Jumbotrons and from the stage.
Investment: \$300,000
- Wall of Hope on the National Mall. Includes special recognition on all sections of the Wall.
Investment: \$300,000
- Volunteer services. Includes special recognition on volunteer T-shirts and at volunteer appreciation party.
Investment: \$100,000
- Grassroots organizing campaign. Materials and staff for outreach to dozens of communities around the country organizing their own MARCH-related events. Includes on-site recognition at all non-D.C. events.
Investment: \$750,000

All of these exclusive underwriting opportunities also include:

- Acknowledgement on The MARCH website, with hyperlink.
- Seating and hospitality package at The MARCH benefit concert.
- Special access credentials, hospitality and seating at the Rally on the National Mall.
- Recurring mention in press and promotional materials promoting The MARCH.
- Acknowledgement in The MARCH Official Souvenir Program
- Recognition on Jumbotrons on the National Mall during the Rally.

Presenting Underwriter Candlelight Vigil

Exclusive recognition as Underwriter or Presenting Sponsor of the Candlelight Vigil on the grounds of the Lincoln Memorial/Washington Monument on Friday, September 25.

Benefits at the Vigil include:

- Logo recognition on all printed promotional materials for the vigil.
- Invitation for sponsor CEO or other executive to participate in stage program.
- Access to special private entrance to the seated viewing area.

Other benefits include:

- Invitations to an exclusive kick-off dinner on Friday evening with MARCH Honorary Chair Gen. H. Norman Schwarzkopf, Larry King, Sam Donaldson and other celebrities.
- Recognition in press releases and printed promotional material for The MARCH.
- Recognition in the Official Souvenir Program for The MARCH.

Additional Benefits at the Rally on the National Mall include:

- Special Guest parking credentials.
- Access to Special Guest private entrance to the hospitality tent and seated viewing area.
- Recognition on Jumbotron monitors

Investment: \$500,000

Presenting Underwriter

Coming Together to Conquer Cancer: Rally on the National Mall

Exclusive recognition as Underwriter or Presenting Sponsor of Rally on the National Mall on Saturday, September 26.

Benefits at the Rally include:

- Logo recognition on all print promotional materials for the Rally.
- Invitation for sponsor CEO or other executive to participate in stage program.
- Host of hospitality tent for performers, VIPs, major donors and leaders of the cancer community.
- Recognition in the Official Souvenir Program for The MARCH.
- Special Guest parking credentials.
- Access to Special Guest private entrance to the hospitality tent and seated viewing area.
- Recognition on Jumbotron monitors.

Other benefits include:

- Invitations to an exclusive kick-off dinner on Friday evening with MARCH Honorary Chair Gen. H. Norman Schwarzkopf, Larry King, Sam Donaldson and other celebrities.
- Premium hospitality package at the benefit concert on Saturday evening including seating and invitations to the post-concert reception, and recognition in the printed program for the concert.
- Recognition in press releases and printed promotional material for The MARCH.

Investment: \$1.5 million

Presenting Underwriter:

Benefit Concert: *The Stars Come Out to Conquer Cancer*

Exclusive recognition as Underwriter or Presenting Sponsor of a benefit concert at Washington's Constitution Hall on the evening of Saturday, September 26.

Benefits at the Concert include:

- Logo recognition on all print promotional materials for the concert.
- Extensive recognition in printed program for the event, including a tribute greeting on the back cover.
- Logo recognition on lobby and marquee signage.
- Premium seating package.
- Invitation for sponsor CEO or other executive to participate in stage program.
- Host of post-concert reception for performers, VIPs, major donors and leaders of the cancer community.

Other benefits include:

- Invitations to an exclusive kick-off dinner on Friday evening with MARCH Honorary Chair Gen. H. Norman Schwarzkopf, Larry King, Sam Donaldson and other celebrities.
- Recognition in press releases and printed promotional material for The MARCH.
- Recognition in the Official Souvenir Program for The MARCH.

Additional Benefits at the Rally on the National Mall include:

- Special Guest parking credentials.
- Access to Special Guest private entrance to the hospitality tent and seated viewing area.
- Recognition on Jumbotron monitors

Investment: \$1 million

DONOR OPPORTUNITIES

Benefactor (\$250,000)

- Acknowledgment on The MARCH web site with hyperlink
- Identification on signage acknowledging sponsors and donors
- Premium seating at The MARCH benefit concert
- Invitation to The MARCH post-benefit concert reception
- Acknowledgment in official program for The MARCH benefit concert
- Special guest parking credential for The MARCH rally
- Event credential for access to "Special Guest" private entrance
- Access to Special Guest hospitality tent morning of the Rally
- Access to Special Guest viewing area at Candlelight Vigil and Rally
- Recurring mention in press and materials promoting The MARCH
- Updates on The MARCH event developments
- Acknowledgment in *The Official Souvenir Program*
- Recognition on Jumbotrons at the Rally

Advocate (\$100,000)

- Acknowledgment on The MARCH web site
- Identification on signage acknowledging sponsors and donors
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Patron (\$50,000)

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- Acknowledgment in *The Official Souvenir Program*

Associate (\$25,000)

- Seating at The MARCH benefit concert
- Invitation to The MARCH post-benefit concert reception
- Acknowledgment in official program for The MARCH benefit concert
- Updates on The MARCH event developments
- Acknowledgment in *The Official Souvenir Program*

Friend (\$10,000)

- Tickets to The MARCH benefit concert
- Acknowledgment in official program for The MARCH benefit concert
- Acknowledgment in *The Official Souvenir Program*

Supporter (\$5,000)

- Acknowledgment in official program for The MARCH benefit concert



Coming Together To Conquer Cancer • September 26, 1998

"I'm gonna be there ... and I challenge every other cancer survivor – every other American – to be there with us." Retired U.S. Army Gen. H. Norman Schwarzkopf, cancer survivor and honorary chairman, The March

WHAT?

THE MARCH is a national public awareness and grassroots organizing campaign the likes of which this country has never seen.

THE MARCH is Saturday, September 26. Thousands of people – and the numbers are growing daily – already have pledged to be either in Washington, D.C., for a march and rally on The Mall or at simultaneous events in cities across the country.

THE MISSION is Simple. All of those touched by cancer – survivors, their families and friends, health workers, researchers, everyday people who care – intend to make cancer the No. 1 national health priority. * **More federal funding for all cancer research.** * **Increased access to quality cancer care for all people.** * **A renewed commitment from all of our elected officials to conquer cancer.**

WHY?

"With everybody working together, we can make a big difference for this generation and generations to come." – Andrea Jaeger, Kids Stuff Foundation for children with cancer

- ❖ Because 1 in 2 men and 1 in 3 women will develop cancer in their lifetime
- ❖ Because some 1.5 million people will be diagnosed with cancer this year
- ❖ Because more than 1,500 Americans die from cancer every single day
- ❖ Because cancer costs our society more than \$104 billion a year, including \$35 billion in direct medical costs, \$12 billion in lost productivity, and \$57 billion spent in the last few months of life
- ❖ Because too many people with cancer – our elderly, young, poor and under- and uninsured – also fight against an inadequately funded health care system

HOW?

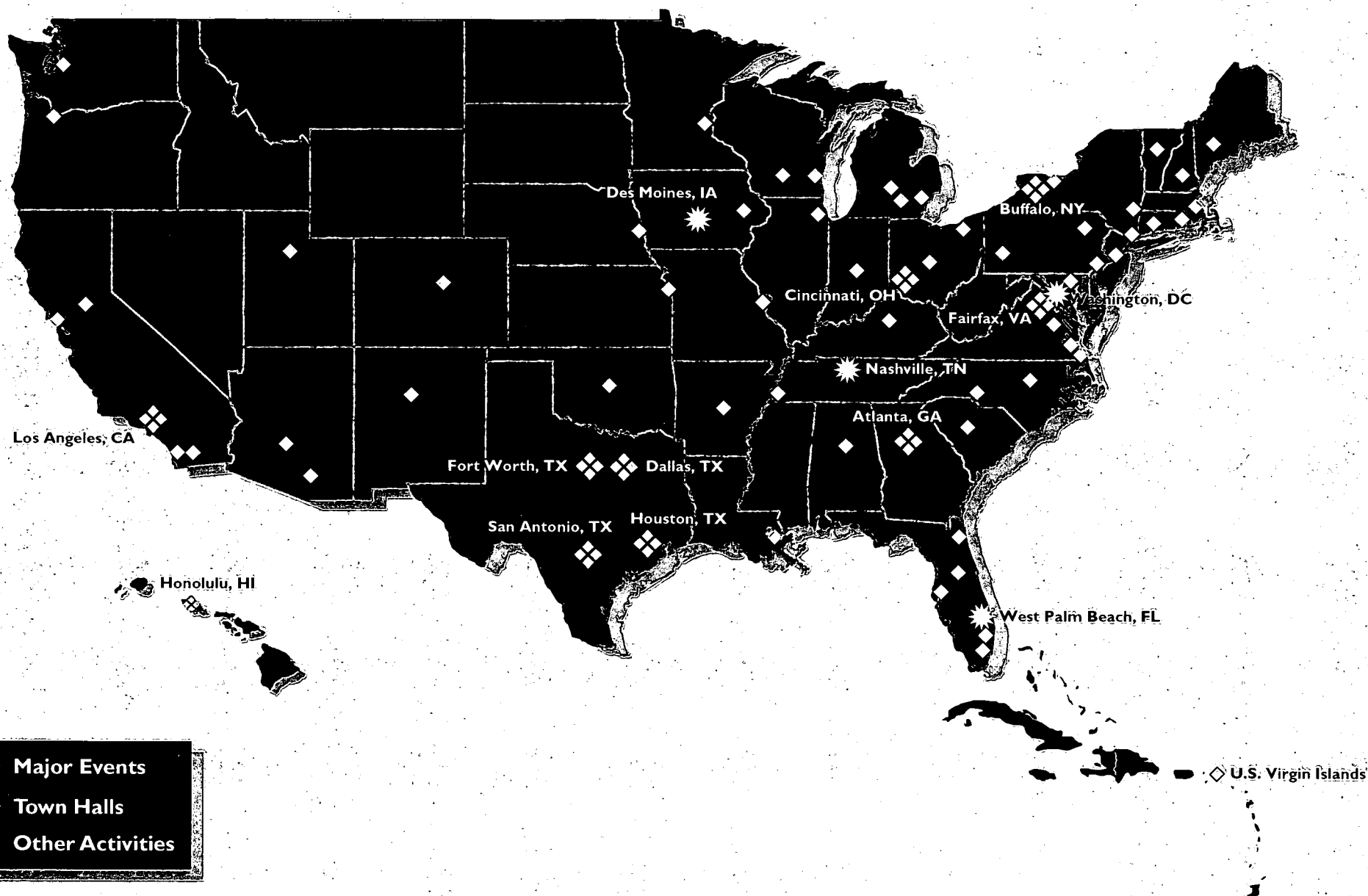
Task forces in communities across the country are recruiting individuals, peer-support groups, anyone willing to raise public awareness and create a national urgency to make cancer our top health care priority. A Placard Campaign will provide individuals the opportunity to publicly recognize cancer survivors and those who have died. **THE MARCH on Washington and in our communities will turn up the heat on Congress** for increased federal funding for cancer research, turn up the lights on the disease, its prevention and treatment, and turn up the volume on research until this enemy is defeated.

For information, contact **THE MARCH**, 1010 Wayne Ave., Suite 200, Silver Spring, MD 20910, call 1-800-THE-MARCH, the Press Office at 301.562.2769, or check our web site at www.themarch.org

THE MARCH

Coming Together To Conquer Cancer™

as of May 15, 1998





Richard D. Klausner, M.D.
Director, National Cancer
Institute

Michael M. Milken
Cancer survivor and
founder of CaP CURE

General H. Norman
Schwarzkopf
Cancer survivor and
Honorary Chair of
THE MARCH

Donald S. Coffey, Ph.D.,
President of the American
Association for Cancer
Research

**Cancer survivor, Executive
Director of the National
Coalition for Cancer
Survivorship, and
THE MARCH leader,
Ellen L. Stovall**

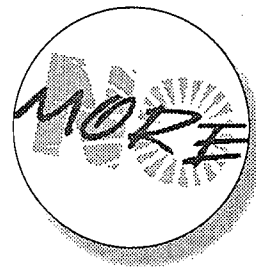
"It's a march for hope."
Talk show host, Larry King

An Open Letter To America

...One out of every two men, and every three women, will get this disease.

It could be someone you know. Someone you love. It could be you.

No more watching
No more waiting
No more suffering
No more death



The way Americans have always beaten their enemies. By getting mad.
Then getting organized.

That's why THE MARCH was born.

The event will take place September 26, 1998 in Washington, D.C. and in thousands of cities across our land. It will bring together millions of Americans: cancer survivors and their families...research scientists...cancer community organizations and concerned citizens like YOU, who want this killer stopped.

- Cancer will have become the #1 healthcare priority in America
- Quality cancer care will be available for everyone who needs it.

Continued...

Join THE MARCH 800/THE MARCH

☐ YES, please add my name to the National Register of Americans who demand an end to cancer.

☐ Here is my contribution of ☐ \$25 ☐ \$50 ☐ \$75 ☐ \$_____ to help spread the word. (Contributions to THE MARCH are tax-deductible.)

☐ Check enclosed. ☐ Charge my ☐ VISA ☐ MasterCard ☐ American Express

Account #		
	Expiration Date	

Signature _____

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ FAX _____ E-Mail _____

Send contributions to: **THE MARCH**, 1010 Wayne Avenue, Suite 200, Silver Spring, MD 20910

THE MARCH
Coming Together To Conquer Cancer

Coming Together To Conquer Cancer

September 26, 1998

1. Improve care for those who have cancer.
2. Increase knowledge about the disease throughout America to reduce denial and fear.
3. Increase funding for research to discover the lasting cure.

If you have been touched by this disease, or know someone who has, please, please do not set this letter aside. Help us raise the consciousness of America—and the conscience of Congress—by joining THE MARCH.

There is much you can do.

1. Add your name to the National Register of Americans who demand that this hideous killer be stopped.
2. Reproduce this letter and pass it on.
3. Join THE MARCH on September 26, 1998 in your region.
4. Join THE MARCH on September 26, 1998 in Washington, D.C.
5. Make a contribution to help spread the word.

Tell us what you WILL do on the other side of this letter.

Answers to Questions We've Been Asked About THE MARCH

Q How did the idea for a march develop?

A It grew out of a discussion on *Larry King Live* about the woeful lack of both cancer funding and access to care. The guests included cancer survivors Ellen Stovall, Executive Director of the National Coalition for Cancer Survivorship, Michael Milken, founder of CaP CURE and ABC news reporter, Sam Donaldson. Larry King said, "So why aren't all of you marching on Washington?" The idea took root. Six months later they returned to announce a grassroots campaign and march on Washington to end cancer. Amongst the listeners was another cancer survivor, General H. Norman Schwarzkopf, who called in and volunteered to lead THE MARCH and challenged "every other American to be there with us."

Q What cancer organizations are involved in THE MARCH?

A Three organizations are spearheading it: the National Coalition for Cancer Survivorship, Friends of Cancer Research, and The Intercultural Cancer Council. And virtually every other cancer organization is supporting it. But THE MARCH is really a grassroots campaign. And its energy—and success—will come from the millions of people who participate.

Q What exactly do you hope to accomplish?

A We want the American people and our elected officials, who appropriate research dollars, to wake up to the cancer epidemic in this country. We want to make cancer the first item on our national health agenda. And we want a cure.



Coming Together To Conquer Cancer™

1010 Wayne Avenue, Suite 200, Silver Spring, Maryland 20910

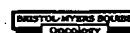
1-800-THE MARCH (1-800-843-6272)

E-mail: info@themarch.org

Internet: www.themarch.org



GlaxoWellcome



THE SIDNEY KIMMEL FOUNDATION for CANCER RESEARCH

QUOTES

"We can now say with certainty, we know the road to take, the only question is the speed to which we proceed along that road." Richard D. Klausner, M.D. Director, National Cancer Institute.

"It makes us feel great. And I think if we realize that accelerating the cure of cancer by a generation will save 100 million lives worldwide, 100 million, I think that ought to be enough incentive to a country when we grew up to believe how precious just one life is." Michael Milken, Cancer Survivor and founder of CaP CURE. October 23, 1997.

"When the American public sees how woefully under-funded cancer research is, they will be mad as hell." General H. Norman Schwarzkopf, Cancer survivor and Honorary Chair of THE MARCH

"The time has come for all professional societies, coalitions, and advocacy groups to join forces to stop this carnage." Donald S. Coffey, Ph.D., President of the American Association for Cancer Research

"If the average voter understood how much can be done about cancer and how little is being done, a national movement would materialize." Cancer survivor, Executive Director of the National Coalition for Cancer Survivorship, and THE MARCH leader, Ellen Stovall

"It's a march for hope." Talk show host, Larry King, April 7, 1997.

"We've won a great many battles, but we know we can't stop until we win the war. That is why, even as we are balancing the budget and making tough cuts across the board, we must invest more in the war against cancer. We must give America's families new hope for a healthy future." Vice President Al Gore, January 29, 1998.

"As part of our gift to the millennium, I propose a 21st century research fund for pathbreaking scientific inquiry, the largest funding increase in history for the National Institutes of Health, the National Science Foundation, and the National Cancer Institute. We have already discovered...genes for breast cancer and diabetes. I ask you to support this initiative so ours will be the generation that finally wins the war against cancer and begins a revolution in our fight against all deadly diseases." President Bill Clinton, January 28, 1998, State of the Union Address to the 105th Congress.

The way to silence a killer is to make some noise.



THE MOMENT TO CONQUER CANCER IS NOW, and our best weapon is your support. Announcing **THE MARCH**, a grassroots campaign committed to making cancer our number one national healthcare priority. Statistics tell us that one in two men and one in three women will battle cancer in their lifetime. For this year, the government will spend just one penny for every \$10 it collects in taxes on cancer research. We can no longer remain silent. On September 26, 1999, **THE MARCH** will make noise through hundreds of events around the country designed to raise public awareness and Congressional support. The day will be marked by an historic march on our nation's capital, bringing together educators, children's groups, patient advocates and support organizations, and concerned Americans. You are invited to be a part of this unprecedented event, either in Washington, D.C. or in your hometown. Please join us. With millions of voices raised, anything is possible. Even a cure for cancer.

SIDNEY KIMMEL FOUNDATION *for* CANCER RESEARCH

- ☐ **Yes,** please add my name to the National Register of Americans who demand action on cancer.
- ☐ Use this Register of R_____ as I help spread the word.
- ☐ Contributions to help us fight cancer are tax deductible.
- ☐ Tell me more about how I can get involved.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

E-mail _____

**THE
MARCH**

Coming Together To Conquer Cancer

10110 Morris Avenue, Suite 200, Silver Spring, MD 20910
1-800-THE MARCH • (301) 485-6433 ext. 101



For a list of national sponsors, please call 1-800-THE MARCH, or visit our web site at www.themarch.org

THE MARCH



TODAY MARKS THE BEGINNING OF THE END.

ANNOUNCING THE MARCH. COMING TOGETHER TO CONQUER CANCER.

A new movement to end cancer has begun.

We will no longer remain silent while half a million Americans die each year in the deadliest plague the world has ever known. We will no longer be apathetic as one out of every two men, and one out of every three women, are diagnosed with cancer during their lifetimes.

Patience has simply run out. We want a cure today. Americans everywhere are raising their voices and joining THE MARCH.

THE MARCH is a national grassroots campaign to educate the public about quality cancer care and to encourage our government

to increase the woefully inadequate funding for research. THE MARCH will encompass hundreds of events around the country, culminating in a historic march on Washington, D.C. in September, 1998.

Make your voice heard and help bring about a cure. You'll be part of the biggest human event in history.

Today marks the beginning of the end. The end of apathy. The end of indifference. And the end of despair.

To join us and make your contribution, call this number immediately. 888.937.6227.

SIDNEY KIMMEL FOUNDATION *for* CANCER RESEARCH



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THE MARCH
 1010 Wayne Avenue, Suite 200
 Silver Spring, Maryland 20910
 Telephone: 301-650-9130
 Fax: 301-589-8609
 Fax: 301-589-8673
 E-mail: info@themarch.org

Effective May 7th, 1998 – new address

THE MARCH
 1730 K Street, 4th Floor, N.W.,
 Washington, DC 20006
 Telephone: 202-861-0998
 Fax: 202-861-4794
 Website: www.themarch.org

THE MARCH Fund for Cancer Education 501C(3) List

Richard N. Atkins, M.D.
Chairman of the Board

[Redacted]
 Malibu, California 90265
 Home: [Redacted]
 Fax: [Redacted]

Richard N. Atkins, M.D.
CaP CURE
 1250 4th Street
 Suite 360
 Santa Monica, CA 90401
 Office: 1-800-757-2873
 Fax: 310-458-8074
 Email: atkins@capcure.org

Ellen L. Stovall,
President
 [Redacted]
 Gaithersburg, Maryland 20878
 Office: 301-650-9127
 Home: [Redacted]
 Fax: 301-565-9670
 E-mail: estovall@cansearch.org

Lovell Allan Jones, Ph.D
Secretary
 Experimental Gynecology/
 Endocrinology
 UT MD Anderson Cancer Center
 1515 Holcombe Boulevard, Box 067
 Houston, Texas 77030
 Office: 713-798-4617
 Office: 713-794-5550
 Fax: 713-794-5553
 E-mail: lovelljones@gynonc.mdacc.tmc.edu

Ellen V. Sigal, Ph.D
Treasurer
 Friends of Cancer Research
 3299 K Street NW, Suite 100
 Washington, DC 20007
 Home: [Redacted]
 Office: 202-944-6710
 Fax: 202-333-7840
 E-mail: esigal@ibm.net

LaMar S. McGinnis, Jr. M.D.
Medical Director, Eberhart Cancer Ctr.
2675 North Decatur Road, Suite Go-1
Decatur, Georgia 30033
Home: [REDACTED]
Office: 404-292-2700
Fax: 404-501-7701
E-mail: lmcginnis@cancer.org

Elmer E. Huerta, M.D., M.P.H
Cancer Prevention Specialist
Washington Cancer Institute at
Washington Hospital Center
110 Irving Street NW, Room C-1219
Washington, DC 20010
Home: [REDACTED]
Office: 202-877-8205
Fax: 202-877-8113
E-mail: eehl@mhg.edu

Nuria Melendez
Assistant to Elmer E. Huerta, MD, MPH
Office: 202-877-7929
Pager: 202-877-6550
PIN# 0494

Anna D. Barker, Ph.D.
President and CEO
BIO-NOVA, INC.
111 Southwest Columbia
Suite 755
Portland, Oregon 97201
Home: [REDACTED]
Home: [REDACTED] (Cincinnati)
Office: 503-973-6086
Fax: 503-973-6087
E-mail: annbarker1@aol.com

Elin Bank Greenberg
Peoplelink, Inc.
3525 Handover
Dallas, Texas 75225
Office: 214-750-8350
Fax: 214-750-1807
E-mail: 103535.3450@compuserve.com

Marlene A. Malek
[REDACTED]
McLean, Virginia 22101
Home: [REDACTED]
Fax: [REDACTED]

Kathryn Anderson Adams
One Rock Ridge Avenue
Greenwich, Connecticut 06831
Home: [REDACTED]
Office: 203-661-2772
Fax: 203-618-0096
E-mail: kathrynadams@msn.com

Beth DoZoretz
[REDACTED]
Washington, D.C. 20007
Home: [REDACTED]
Fax: [REDACTED]

Debbie K. Willhite
g.f.w. Associates
3545 South Utah
Arlington, Virginia 22200
Home: [REDACTED]
Fax: [REDACTED]
E-mail: dwillhit@email.usps.gov

Floydetta "Flo" McAfee
Public Affairs and Communications
Services
3133 Connecticut Avenue N.W.
No. 522
Washington, D.C. 20008
Home: [REDACTED]
Office: 202-463-9455 (NPCC)
E-mail: floflomc@aol.com

**THE
MARCH**
Organizations Supporting THE MARCH
As of May 1, 1998

Aidan O'Neil Foundation for the Prevention of Childhood Cancer
Papillion, NE

Albany Medical Center
Albany, NY

Alliance for Aging Research
Washington, DC

Alliance for Lung Cancer Advocacy, Support & Education (ALCASE)
Vancouver, WA

AMC Cancer Research Center
Denver, CO

American Association for Cancer Research (AACR)
Philadelphia, PA

American Cancer Society (National Home Office of ACS)
Atlanta, GA

American Cancer Society—Great Lakes Division
Indianapolis, IN

American Cancer Society—Mid-South Division
Birmingham, AL

American Express Financial Services of Virginia Beach
Virginia Beach, VA

American Lung Association—Finger Lakes Region, Inc.
Rochester, NY

American Muslim Council
Washington, DC

American Oncology Resources
Houston, TX

American Society of Clinical Oncology (ASCO)
Alexandria, VA

American Society of Pediatric Hematology & Oncology
Glenview, IL

American Society for Therapeutic Radiology & Oncology
Reston, VA

Arizona State University Cancer Research Institute
Tempe, AZ

Association of American Cancer Institutes
Ann Arbor, MI

Association of Community Cancer Centers (ACCC)
Rockville, MD
Association for the Cure of Cancer of the Prostate (CaP CURE)
Santa Monica, CA
Association for the Cure of Children's Health
Mt. Royal, NJ
Association of Oncology Social Work (AOSW)
Baltimore, MD
Association of Pediatric Oncology Social Workers (APOSW)
Glenview, IL
Biotechnology Industry Organization
Washington, DC
The Bloch Cancer Foundation
Kansas City, MO
Blood & Marrow Transplant Newsletter
Highland Park, IL
Bosom Buddies of Jacksonville
Jacksonville, FL
The Breast Cancer Fund
San Francisco, CA
The Breast Health Institute
Philadelphia, PA
Breast Health Magazine
Jacksonville, FL
Camp Good Days and Special Times, Inc.
Mendon, NY
CanCare of Houston, Inc.
Houston, TX
Cancer Action, Inc.
Rochester, NY
Cancer Care, Inc.
New York, NY
Cancer Counseling, Inc.
Houston, TX
The Cancer Institute of New Jersey
New Brunswick, NJ
Cancer Research Foundation of America (CRFA)
Alexandria, VA
Cancer Research Institute
New York, NY
Cancer Resource Network
Mesa, AZ
Cancer Support Center of St. Louis
St. Louis, MO
Cancer Treatment Centers of America
Zion, IL

Cancer Wellness House
Salt Lake City, UT
Candlelighters Childhood Cancer Foundation
Bethesda, MD
Cardinal Bernadin Cancer Center
Chicago, IL
Catholic Charities
Indianapolis, IN
Celebration of Living
Tuscaloosa, AL
Center for the Advancement of Health
Washington, DC
Chandler Regional Hospital
Chandler, AZ
Children's Brain Tumor Foundation
New York, NY
Children's Hospital of Denver
Denver, CO
Clarion Health
Indianapolis, IN
Colette Chuda Environmental Fund
Malibu, CA
Colliers ABR, Inc.
New York, NY
Columbia Paradise Valley Hospital
Phoenix, AZ
Congressional Families Action for Cancer Awareness
Alexandria, VA
Conversations! The Newsletter for Those Fighting Ovarian Cancer
Amarillo, TX
Coping Magazine
Franklin, TN
Corinne Boyer Fund, Advancing Ovarian Cancer Research and Treatment
Toronto, Canada
Cure Childhood Cancer Association
Rochester, NY
Cure for Lymphoma Foundation (CFL)
New York, NY
CWRU/Ireland Cancer Center, University Hospitals of Cleveland
Cleveland, OH
Desert Samaritan Medical Center
Mesa, AZ
Duke Comprehensive Cancer Center
Durham, NC
Duke University Medical Center, Division of Oncology
Durham, NC

Florida Coalition for Cancer Survivorship (FCCS)
Tampa, FL
Fitzpatrick Cancer Center
Plattsburgh, NY
Fox Chase Cancer Center
Philadelphia, PA
Fred Hutchinson Cancer Research Center
Seattle, WA
Friends of Cancer Research
Washington, DC
Gilda's Club
New York, NY
Greater Baltimore Alliance for Cancer Survivorship
Baltimore, MD
Greater Capital District Coalition for Cancer Survivorship (GCDCCS)
Albany, NY
Greater Cleveland Coalition for Cancer Survivorship (GCCCS)
Cleveland, OH
Greater Washington Coalition for Cancer Survivorship (GWCCS)
Washington, DC
Greenwich Breast Cancer Alliance, Inc.
Greenwich, CT
Greenwich Hospital
Greenwich, CT
Griffin Investment Group
Norfolk, VA
H. Lee Moffitt Cancer Center & Research Center
Tampa, FL
Hart International, Inc.
Dallas, TX
Hero American Action League
Rochester, NY
Huntsman Cancer Institute
Salt Lake City, UT
Indiana University Cancer Center
Indianapolis, IN
Intercultural Cancer Council (ICC)
Houston, TX
International Foundation for Anticancer Drug Discovery (IFADD)
Phoenix, AZ
International Myeloma Foundation (IMF)
Tucson, AZ
Iowa Cancer Care
Cedar Rapids, IA
Johns Hopkins Oncology Center
Baltimore, MD

The Junior League of Norfolk/Virginia Beach
Virginia Beach, VA
Kentucky State Fair
Louisville, KY
Kids F.A.C.E. (Kids For A Cleaner Environment)
Nashville, TN
Kids Stuff Foundation
Aspen, CO
Sidney Kimmel Foundation for Cancer Research
New York, NY
Susan G. Komen Breast Cancer Foundation (National Office)
Dallas, TX
Susan G. Komen Breast Cancer Foundation—North Jersey Chapter
Princeton, NJ
Landmark Communications
Virginia Beach, VA
Lee's Friends: Helping People Live With Cancer
Norfolk, VA
Leukemia Society of America (National Office)
New York, NY
Leukemia Society of America—Desert Mountain States Chapter
Phoenix, AZ
Leukemia Society of America—Washington State Chapter
Seattle, WA
Leukemia Society of America—Indiana State Chapter
Indianapolis, IN
Little Red Door Cancer Agency
Indianapolis, IN
Lombardi Cancer Center, Georgetown University Medical Center
Washington, DC
LowCountry Coalition for Cancer Survivorship (LCCCS)
Charleston, SC
Lutheran Healthcare Network, Mesa Lutheran Hospital & Valley Lutheran
Mesa, AZ
Lymphoma Research Foundation of America (LRFA)
Los Angeles, CA
Maryland/DC Society of Clinical Oncology
Annapolis, MD
Missouri Baptist Medical Center
St. Louis, MO
Midland Community Cancer Services
Midland, MI
National Alliance of Breast Cancer Organizations (NABCO)
New York, NY
National Black Leadership Initiative on Cancer, Charles R. Drew University
Los Angeles, CA

National Brain Tumor Foundation
San Francisco, CA
National Breast Cancer Coalition (NBCC)
Philadelphia, PA
National Cancer Prevention Fund (NCPF)
Denver, CO
National Childhood Cancer Foundation (NCCF)
Arcadia, CA
National Coalition for Cancer Research (NCCR)
Washington, DC
National Comprehensive Cancer Network (NCCN)
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Silver Spring, MD
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Washington, DC
National Kidney Cancer Association
Evanston, IL
National Ovarian Cancer Coalition, Inc. (NOCC)
Boca Raton, FL
National Prostate Cancer Coalition (NPCC)
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New England Coalition for Cancer Survivorship (NECCS)
West Roxbury, MA
North American Brain Tumor Coalition
New York, NY
NE Regional Cancer Institute
Scranton, PA
Northern California Coalition for Cancer Survivorship (NCCCS)
Carmichael, CA
OnCare, Inc.
San Bruno, CA
OncoLink
Philadelphia, PA
Oncology Nursing Society (ONS)
Pittsburgh, PA
Ovarian Cancer National Alliance
Washington, DC
Ovarian Cancer Research Fund, Inc.
New York, NY
Patient Advocate Foundation
Newport News, VA
Palos Verdes Plastic Surgery Medical Center
Torrence, CA
Pathways
Summit, NJ

Pennsylvania Biotechnology Association
State College, PA
People Living Through Cancer (PLTC)
Albuquerque, NM
Pharmaceutical Research and Manufacturers of America (PhRMA)
Washington, DC
Physician Reliance Network, Inc.
Dallas, TX
Postal Workers Breast Cancer Coalition
Long Island, NY
Princeton Race for the Cure
Princeton, NJ
Prostate Cancer Communication Resource
Carefree, AZ
Public Affairs Network
Chapel Hill, NC
Research! America
Alexandria, VA
R.A.R.E. of South Plainfield
South Plainfield, NJ
Rhode Island Clinical Oncologists
Providence, RI
Roswell Park Cancer Institute
Buffalo, NY
Ronald McDonald House
Norfolk, VA
Salt Lake Regional Breast Care Center
Salt Lake City, UT
Saint Peters Cancer Care Center
Albany, NY
Sisters Network
Houston, TX
Society for the Advancement of Women's Health Research
Washington, DC
Society of Gynecologic Oncology
Washington, DC
South Jersey Breast Cancer Coalition (SJBCC)
West Berlin, NJ
Southern Arizona Chapter Oncology Nursing Society
Tucson, AZ
Southwest Oncology Group, Cardinal Bernadin Cancer Center, Loyola University
Maywood, IL
Special Love, Inc.
Winchester, VA
University of Arizona Cancer Center
Tucson, AZ

University of Colorado Cancer Center
Denver, CO
University of Hawaii, Cancer Research Center of Hawaii
Honolulu, HI
University of Pennsylvania Cancer Center
Philadelphia, PA
University of Rochester, Environmental Health Sciences Center
Rochester, NY
US TOO International
Hinsdale, IL
Vanderbilt University Cancer Center
Nashville, TN
Via Christi Regional Medical Center—St. Francis Campus
Wichita, KS
Vital Options TeleSupport Cancer Network & The Group Room Radio Program
Encino, CA
Wall of Hope Breast Cancer Survivors' Project
Davis, CA
The Wellness Community (National Office)
Los Angeles, CA
The Wellness Community —Atlanta
Atlanta, GA
The Wellness Community—Central Indiana
Indianapolis, IN
The Wellness Community—Foothills
Pasadena, CA
The Wellness Community—Greater Boston
Newton Centre, MA
The Wellness Community—Delaware
Wilmington, DE
The Wellness Community—Philadelphia
Philadelphia, PA
The Wellness Community—San Diego
San Diego, CA
The Wellness Community—South Bay Cities
Redondo Beach, CA
The Wellness Community—West Los Angeles
Santa Monica, CA
Whitney M. Young, Jr. Health Center, Inc.
Albany, NY
Wisconsin Association of Medical Oncologists
Milwaukee, WI
Westar Institute
Philadelphia, PA
Women's Environment and Development Organization
New York, NY

Women's Information Network Against Breast Cancer (WINABC)

Covina, CA

Yale Cancer Center

New Haven, CT

Y-ME National Breast Cancer Organization (Y-ME)

Chicago, IL

YWCA Encore Program—YWCA of the U.S.A.

Washington, DC