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**National Leaders Join Together in Their Commitment to Achieve the Goals of the
*National Call to Action on Cancer Prevention and Survivorship***

*Broad community of stakeholders share best practices to support and strengthen innovation
in the war on cancer*

WASHINGTON, D.C. – March 15, 2010 – Leaders from across the cancer community are meeting today in the nation’s capital to identify key areas of innovation in cancer prevention and survivorship. The working session is designed to catalyze progress to meet the goals of the *National Call to Action on Cancer Prevention and Survivorship*, which was developed under the leadership of four former U.S. Surgeons General and issued in 2008 by the four doctors and cancer survivor Lance Armstrong.

Today’s national workshop, “**Innovation in the War on Cancer**,” includes opening keynote addresses focused on advancing cancer prevention and survivorship by **Richard H. Carmona**, M.D., M.P.H., FACS, president of Canyon Ranch Institute, 17th Surgeon General of the United States (2002-2006) and **Billy Tauzin**, president and chief executive officer of the Pharmaceutical Research and Manufacturers of America (PhRMA), and a keynote address by **Howard K. Koh**, M.D., M.P.H., Assistant Secretary for Health, U.S. Department of Health and Human Services, titled “Health in All Policies: HHS Leadership to Advance Cancer Prevention and Survivorship.”

The workshop is being held at the headquarters of the American Association for the Advancement of Science. Other speakers include leaders from the Arizona Cancer Center, Boston Healthcare Associates, the Cancer Support Community, the Centers for Disease Control and Prevention, George Washington Cancer Institute, **LIVESTRONG**, the National Cancer Institute, and Pfizer. Workshop participants will share innovative programming, updates about research, and measurable outcomes that have improved cancer prevention and survivorship. Collectively, workshop participants will define steps needed to continue to mobilize and sustain progress in the war on cancer.

“When my fellow U.S. Surgeons General, Lance Armstrong, and I launched the *National Call to Action on Cancer Prevention and Survivorship*, we challenged all sectors of society to take decisive action to make the war on a cancer a national priority,” said Dr. Carmona. “The *National Call to Action* Community has answered that call and continues to strengthen its commitment. Our collaborators have made great progress in meeting the specific national goals related to cancer prevention, recommended screenings, improved treatments, patient navigation, and survivorship planning. We also recognize there is still much work to be done to improve outcomes for the 1.4 million Americans who will be diagnosed with cancer this year and the 12 million Americans living with cancer today.”

Cancer claims 8 million lives around the globe each year, and 70 percent of all cancer deaths occur in low- and middle-income countries. Cancer has surpassed infectious disease as the leading cause of death in many countries. One-third of these cancers are preventable, and an additional one-third of cancers can be detected and treated early for improved outcomes.

“Public health is on the front line of protecting and promoting our nation’s health,” said HHS Assistant Secretary for Health Howard K. Koh, M.D., M.P.H. “Although we have made great strides, we need to create a culture of prevention in our communities and to educate people about the risk factors of cancer.”

Collaborators at the workshop include cancer survivors, as well as leaders serving in government, academia, research, public health, advocacy, and non-profit organizations focused on advancing cancer prevention and survivorship.

Since the launch of the *National Call to Action*, many significant milestones in the new war on cancer have been met, including President Obama’s commitment to doubling the funding for cancer research by 2017, new legislation that expands access to health insurance and raises federal excise tax on cigarettes, and U.S. Food and Drug Administration regulation of tobacco products. Through today’s workshop, the *National Call to Action* Community seeks to identify actionable steps to continue this progress.

“As a cancer survivor, I recognize the importance of continued progress in the fight against cancer,” said Billy Tauzin. “This progress requires collaboration among researchers, patients, caregivers, and other stakeholders. It also requires a policy environment that supports continued medical progress, and an understanding of how that progress occurs. The *National Call to Action* is to be commended for bringing the community of stakeholders together to promote cancer prevention and survivorship.”

“All of us at Canyon Ranch Institute are pleased that today’s workshop successfully convened the growing *National Call to Action* Community,” said Christine L. Sardo, M.P.H., R.D., partnerships and policies director of Canyon Ranch Institute and chairperson of the workshop planning committee. “As a result, we’ll share what we have learned, identify areas for improvement, and continue to mobilize our colleagues and communities to meet the goals of the *National Call to Action*.”

The *2010 Workshop: Innovation in the War on Cancer* is being hosted by the *National Call to Action* Community with leadership from the American Institute for Cancer Research, the Cancer Support Community, Canyon Ranch Institute, C-Change, LIVESTRONG, and PhRMA. Visit www.NCTAcancer.org to read the *National Call to Action on Cancer Prevention and Survivorship* and the award-winning Peoples’ Piece that was developed to advance health literacy about cancer prevention and survivorship. A summary of the workshop outcomes will be posted at www.NCTAcancer.org in early April.

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About Canyon Ranch Institute

Canyon Ranch Institute (CRI) is a 501(c)3 non-profit organization that catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower *every person* to prevent disease and embrace a life of wellness. More information about CRI is available at www.canyonranchinstitute.org.

About the American Institute for Cancer Research

The American Institute for Cancer Research (AICR) is the cancer charity that fosters research on the relationship of nutrition, physical activity and weight management to cancer risk, interprets the scientific literature and educates the public about the results. It has contributed more than \$91 million for innovative research conducted at universities, hospitals and research centers across the country. AICR has published two landmark reports that interpret the accumulated research in the field, and is committed to a process of continuous review. AICR also provides a wide range of educational programs to help millions of Americans learn to make dietary changes for lower cancer risk. Its award-winning New American Plate program is presented in brochures, seminars and on its website, www.aicr.org. AICR is a member of the World Cancer Research Fund International.

About the Cancer Support Community

Backed by evidence that the best cancer care includes emotional and social support, the Cancer Support Community offers these services to all people affected by cancer. Likely the largest professionally-led network of cancer support worldwide, the organization delivers a comprehensive menu of personalized and essential services. Because no cancer care plan is complete without emotional and social support, the Cancer Support Community has a vibrant network of community-based centers and online services run by trained and licensed professionals. For more information, visit www.cancersupportcommunity.org. In July 2009, The Wellness Community and Gilda's Club joined forces to become the Cancer Support Community. The combined organization provides high-quality psychological and social support through a network of nearly 50 local affiliates, more than 100 satellite locations and online.

About C-Change

Founded in 1998, C-Change is the only organization that assembles cancer leaders from the three sectors – private, public, and not-for-profit – and from across the cancer continuum – prevention, early detection, treatment, and quality of life. The mission of C-Change is to eliminate cancer as a major public health problem at the earliest possible time by leveraging the expertise and resources of our members. More information about C-Change can be found at www.c-change.together.org.

About LIVESTRONG

LIVESTRONG fights for the 28 million people around the world living with cancer today. There can be – and should be – life after cancer for more people. That's why LIVESTRONG kicks in at the moment of diagnosis, giving people the resources and support they need to fight cancer head-on. LIVESTRONG finds innovative ways to raise awareness, fund research and end the stigma about cancer that many survivors face. LIVESTRONG connects people and communities to drive social change and calls for state, national and world leaders to help fight this disease. Anyone anywhere can join the fight against cancer at LIVESTRONG.org.

About The Pharmaceutical Research and Manufacturers of America (PhRMA)

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country's leading pharmaceutical research and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. PhRMA companies are leading the way in the search for new cures. PhRMA members alone invested an estimated \$50.3 billion in 2008 in discovering and developing new medicines. Industry-wide research and investment reached a record \$65.2 billion in 2008.