no ifs, ands or butts...
Smokers Discover New Ways to Kick the Habit

RIDE FOR ROSWELL CELEBRATES 10th ANNIVERSARY JUNE 25!
Here it is…already 2005…and the news about cancer is pretty much what we expected – some bad, some good, and some hopeful.

According to Cancer Facts and Figures 2005, a publication of the American Cancer Society (ACS), cancer, for the first time, snuck past heart disease as the leading cause of death among Americans under age 85. (For obvious reasons, heart disease remains the number one disease killer for all Americans.) Yes, people are still dying of these diseases, and yes, that’s bad news.

Despite cancer’s new ranking, however, the number of deaths for both cancer and heart disease fell. In fact, death rates for two of the most common, but preventable cancers – lung and colon – showed declines. This is very good news, and experts say that this downward trend will most likely continue.

And then there’s the hopeful news, borne out by additional statistics that cancer prevention strategies are working…or can work with a little cooperation and diligence! According to the ACS, the dramatic decline in the number of Americans who smoke was the primary reason for the proportionate decline in death rates for both cancer and heart disease. The mortality rates for lung cancer dropped for men and leveled out for women. And for the first time, Cancer Facts & Figures featured a section on infection-induced cancers, claiming that 17% of cancers worldwide and 7% of cancers in the United States are caused by infections, many of which are “highly preventable.” This is a shot of hope whose impact will be felt around the world.

This issue of Roswellness offers up RPCI’s own recipe for cancer management, and its main ingredient is a pound of prevention. We hope – and believe – that one day, this ingredient will be worth a ton of cures.

Colleen M. Karuza
Managing Editor

P.S. Remember that March is Colorectal Cancer Awareness Month. If you are 50 or over, talk to your doctor about screening!
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“I feel like a nerve. At least when I’m smoking, it gives me a break. There is no break right now…. It’s just a constant wanting to hurt something or hurt somebody.”

So says Ethan Teicher on the first day of the rest of his life. Teicher is the sheet-metal worker who served as the Everyman “Bob” in “Bob Quits,” last fall’s innovative quit-smoking campaign in Western New York.

Anyone who views the Web-based campaign recognizes the modern, reality-TV feel.

And anyone who’s ever quit smoking recognizes the realism of Teicher’s pain.

That authenticity is just the quality that drew Roswell Park’s Director of Tobacco Control, Dr. K. Michael Cummings, to the “Bob Quits” campaign, which he helped bring to Western New York.

“Bob Quits” was originally designed by the American Legacy Foundation, a national anti-smoking group, for a quit-smoking program in New York City.

Dr. Cummings, along with members of the Erie-Niagara Tobacco-Free Coalition (of which Roswell Park is a member), saw the campaign’s potential to work in Western New York, too.

So the RPCI researcher applied for and won a grant from the New York State Department of Health – and received matching funds from the Foundation – and spent $300,000 converting the “Bob Quits” campaign to suit the Western New York area and creating a TV, radio, print and “shoe-leather marketing” blitz to focus the attention of Buffalo and surrounding citizens on the “Bob Quits” Web site in time for the Great American Smokeout in November.

The purpose was to get smokers to the Web site, where they could follow their fellow nicotine addict navigating the ups and downs of his last seven days as a smoker and his first 21 days as a nonsmoker.

Through daily video clips and a daily journal, Teicher leads us through his agitated, shaky, intense (and occasionally humorous) journey, along the way educating viewers on the complexity of tobacco addiction and the importance of creating a comprehensive smoking cessation plan.

We watch Teicher work his plan:

- We see him preparing to quit smoking; the 35-year-old learns from his doctor that he’s got the lungs of a 121-year-old, and his heavy-smoking workmate Donny laughingly declares he’s betting against him to quit.
- We watch him smoke his last cigarette. “I don’t usually smoke ’em down this far,” he says. “But I guess I’m allowed.”
- We follow his struggle through the typical ups (more energy) and downs (more tension) of quitting smoking. He often reflects on how being a smoker not only affected his health, but also his relationships. He was a smoker for the birth of all three of his kids, and he remembers craving a cigarette immediately after the delivery: “It’s a girl. I’ll be right back.”
- And at the end, as we see Teicher emerge triumphant but not overconfident after three smoke-free weeks, we are touched to see that the doubting Donny has quit, too, in support of his friend.

Cummings explains why he thinks “Bob Quits” is so effective. First of all, Teicher was well-chosen as “Bob”; aside from his sympathetic personality, he’s in the 18- to 40-year-old age group that Dr. Cummings
and the Coalition are targeting.

“We have some pretty good tools to help people quit smoking,” Cummings says; “Bob Quits” and other campaigns are merely designed to let smokers know where they can get that help.

“Bob Quits” did its job; the Web site got 250,000 hits, which, in turn, created a four- to five-fold increase in call volume for the New York State Smokers’ Quitline, where callers could speak to professional counselors who offered a free quit-smoking starter kit.

Dr. Cummings doesn’t try to hide his pride in the program. He thinks the program helped people quit smoking in Western New York. He also hopes it encouraged the American Legacy Foundation to work with similar communities across the country to customize its clever “Bob Quits” program, and its next-generation effort, “Mary Quits.”

It did. “We consider our partnership with the Erie-Niagara Tobacco Free Coalition and Roswell Park Cancer Institute on ‘Bob Quits’ a success,” says Amber Hardy Thornton, executive vice president for program development for the Foundation, “and we are now exploring how we can replicate it in key cities nationwide.”

Although “Bob Quits” is winding down after its November launch, Cummings has grant money lined up to appropriate “Mary Quits” for a similarly aggressive campaign in Western New York in January, 2006.

Will Mary be as successful as Bob? Stay tuned.

Meanwhile, heed the words of Ethan Teicher, who says at the end of the “Bob Quits” saga: “I see all of you on the sidewalk, smoking away. Donny and I are coming for you. We’re coming for you.”

For more information

Bob Quits:
www.bobquits.com

Mary Quits:
www.maryquits.com

American Legacy Foundation:
www.americanlegacy.org

Erie-Niagara Tobacco-Free Coalition:
www.stopthebutts.com

New York State Smoker’s Quitline:
1-866-NY-QUITS (1-866-697-8487)

Roswell Park Cancer Institute:
Call Center:
1-877-ASK-RPCI (1-877-275-7724)

Web site: www.roswellpark.org

Your name doesn’t have to be Bob for you to be a successful quitter! Roswell Park Cancer Institute offers Stop Smoking Clinics that consist of three consecutive, 90-minute classes. Experienced counselors will help you learn why you smoke and give you the confidence and skills necessary for a smoke-free future. The fee for the clinic is $10, which may be covered by insurance companies.

Upcoming Stop Smoking Clinics

APRIL
14, 21, 28
6:30 - 8:00 pm

MAY
7, 14, 21
10:00 - 11:30 am

JUNE
1, 8, 15
6:30 - 8:00 pm

For registration and/or information, call (716) 845-8046. Special programs also can be arranged for community groups and businesses. For information about scheduling a special stop smoking clinic for your community group or business, call (716) 845-8805 and ask for Dr. K. Michael Cummings.
Colorectal Cancer: Are We Doing Enough?

Colorectal cancer is the second leading cause of cancer death (just after lung cancer) in the United States, claiming an estimated 57,000 American lives last year.

Still, the public is largely unaware that effective screening measures for the early detection of colorectal cancer are available and recommended. Remarkably, fewer than 50% of those who should be screened for colorectal cancer have been.

Currently, a screening colonoscopy – a procedure that visualizes the full colon – is recommended at age 50, and every 10 years thereafter. However, those who have a family or personal history of colon cancer or a personal history of colon polyps are at higher risk and may require more frequent screenings beginning at an earlier age.

Screening can detect precancerous abnormalities, such as polyps, which, when removed, reduces the likelihood of cancer formation. Screening can detect colon cancer at earlier stages – before it spreads to lymph nodes or distant organs such as the liver or lungs. Early detection increases the likelihood of cure following therapy, and offers a better chance of long-term survival.

Fortunately, the last few years have brought more hope to patients with advanced colorectal cancer. New drug combinations have more than doubled the average survival of such patients. Approval of chemotherapies that target blood supply to the tumor (bevacizumab, Avastin®), as well as agents that block tumor growth and reverse drug resistance (Cetuximab, Erbitux®), may further improve overall outcomes. Thus, it is no longer unusual to extend the survival of patients with advanced disease to several years.

Research at Roswell Park (RPCI) and other cancer centers worldwide will help identify even more effective treatments. Clinical trials at RPCI with oral chemotherapy-based combinations are being tailored for both older and younger populations with advanced colorectal cancer. Other studies have been designed to provide more convenient and effective treatments for patients with locally advanced rectal cancer who are receiving radiation therapy. These regimens may provide superior outcomes with minimum discomfort. Furthermore, the integration of surgical procedures, such as the resection of isolated tumor spread to the liver or lung, has resulted in additional survival benefits and possible cures for some patients.

However, despite these significant improvements, advanced colorectal cancer continues to be fatal within five years of diagnosis in more than 90% of patients. The bottom line? Screening saves lives.

March is Colorectal Cancer Awareness Month, a good time to discuss with your health care provider the importance of colorectal cancer screening and targeted lifestyle changes (diet, exercise) that could decrease your cancer risk.

For more information, visit RPCI’s Web site at www.roswellpark.org, call 1-877-ASK-RPCI (1-877-275-7724) or email askrpci@roswellpark.org.
An Update on Colorectal Cancer Screening Tests

by Philip Nyhuis

When properly completed by individuals at home, the fecal occult blood test (FOBT) has long been regarded as a useful non-invasive screening for colorectal cancer. But recent studies indicate that the test may have some serious shortcomings as a reliable indicator of colorectal health.

A study published in *The New England Journal of Medicine* reports that a new option in noninvasive screening, the fecal DNA test, is four times more sensitive than the FOBT test in detecting colorectal cancers and more than twice as sensitive in detecting precancerous growths. Although the DNA test has not yet been approved by the FDA for widespread use in colorectal cancer screening, previous studies have shown it to be effective at detecting abnormalities in people at high risk for the disease. Because it does not require putting fecal samples on a card, the DNA test may encourage more people to be tested for colorectal cancer. This is consistent with the findings of another study, which also found that the FOBT test may miss up to 95% of potential cancers.

“The fecal occult blood test has never been that reliable in terms of its sensitivity and its ability to diagnose,” says Ashwani Rajput, MD, Attending Surgeon in Roswell Park’s Department of Surgery. “The reason is that tumors and polyps don’t always bleed; they bleed intermittently so you may not catch the time of bleeding. DNA testing is more effective because you’re actually looking at shed cells in the colon. A tumorous polyp doesn’t always bleed, but it will shed cells with abnormal DNA that you’ll be able to pick up.”

Gastrointestinal specialists, however, are quick to point out that neither the FOBT nor the DNA test come close to approaching the detection accuracy of a colonoscopy.

“Each patient should talk to their doctor about all available screening options and combinations,” says Rajput. “Some of these options are DNA screening, the fecal occult blood test, sigmoidoscopy, colonoscopy, and barium enema. But…and I can’t stress this enough… the colonoscopy remains the screening gold standard because it allows physicians to actually see with their own eyes what’s going on.”

The Commission on Cancer (CoC) of the American College of Surgeons has granted approval with special commendation to the cancer program at Roswell Park Cancer Institute (RPCI).

“Roswell was one of the first organizations to be accredited by the American College of Surgeons in the 1930s. Following that tradition, RPCI is now one of the first cancer centers to attain the designation of accreditation with commendation,” said Dana Jenkins, Assistant Vice President of Organizational Performance Improvement, RPCI.

CoC approval is given only to those facilities that have voluntarily committed to provide the best in cancer care and to undergo a rigorous evaluation process and review of its performance. To maintain approval, facilities must undergo an on-site review every three years.

Receiving care at a CoC-approved cancer program ensures that a patient will have access to: quality care close to home; comprehensive care offering a range of state-of-the art services and equipment; a multispecialty team approach to coordinate the best treatment options available; information about cancer clinical trials, education and support; lifelong follow-up through a cancer registry that collects data on type and stage of cancers and treatment results; and ongoing monitoring and improvement of care.

ANOTHER FIRST FOR RPCI

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Emmy-award winning actress Rue McClanahan received the Roswell Park Alliance’s 2005 Gilda Radner Courage Award in true Blanche Devereaux fashion. She was in bed! An attack of severe bronchitis may have kept Ms. McClanahan at home in her Upper East Side New York apartment on All Star Night, January 22, but it didn’t silence her acceptance speech, given over-the-phone to a crowd of over 1,000.

“I refuse to cancel,” she told event organizers. “I sure don’t want to disappoint you wonderful people. I just hope all of you remember that Blanche did some of her best work in bed!”

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McClanahan, most noted for her portrayal of the man-hungry Blanche Devereaux in the TV sitcom The Golden Girls, fought a well-documented, highly public battle with a virulent strain of breast cancer that was diagnosed in 1997. McClanahan’s physicians believe that her cancer was caused by 17 years of taking estrogen supplements, which are known to be cancer-causing. She stopped taking the supplements for a while in 1993, but suffered severe panic attacks and depression. Her physician blamed the attacks on the lack of estrogen and had her resume taking the supplements. When McClanahan asked repeatedly about the safety, she was assured there was only a tiny risk of breast cancer.

McClanahan literally fell off the examination table when she received her diagnosis. She was the first in her family to develop breast cancer.

McClanahan consulted three doctors regarding cancer treatment and chose the one who suggested a lumpectomy followed by several months of chemotherapy and radiation treatments instead of the double and single mastectomy two of them had proposed. She continues to be checked every six months. Her survival and cure, she said, are due to “the best care, a positive attitude and the prayers of so many friends.”

The Gilda Radner Courage Award is given to a cancer survivor who, like the comedienne, fought cancer on many fronts and used the power and pull of his/her celebrity status to raise research dollars and public awareness of this disease. Past award recipients include Olympic Gold Medalist Scott Hamilton, News Correspondent Sam Donaldson, Actors Robert Urich and Barry Bostwick, Retired US General H. Norman Schwarzkopf and Senator Bob Dole. “These are all outstanding people of remarkable courage,” said McClanahan. “I am so honored to be included among them.”

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By Terry Marshall

WELCOME ABOARD

The Roswell Park Alliance Community Advisory Board is a volunteer membership organization that raises funds year-round to support the Roswell Park Alliance Foundation. We are proud to welcome the following volunteers who have recently been elected to serve on the Advisory Board.
Let’s face it. Doctors and lawyers have not always stood on the same side of the professional fence or within the same circles of trust. But that may be yesterday’s news. According to today’s headlines, savvy doctors and sympathetic lawyers are putting their heads together to find creative, streamlined ways to promote and maintain the overall well-being of the residents in their communities.

Case in point: Roswell Park doctors have teamed up with Neighborhood Legal Services (NLS) to forge another unique medical-legal initiative – a pilot project that targets cancer patients. NLS provides free civil legal services to low-income and disabled people in Western New York through more than 30 federal, state, county and city funding sources.

RPCI physician Dr. Kerry Rodabaugh, Gynecologic Oncology, had an early interest in the rights of cancer patients. Prior to joining RPCI’s faculty in 2001, she and a group of social workers at the University of Missouri-Columbia examined the issues related to custody planning for children of single parents with terminal cancer. The researchers found that almost one-half of the children were not informed in advance of the custody arrangements, causing them unneeded stress and anxiety. Most disturbing was that one-half of the single parents died without having a custody plan in place.

Continuing this important and virtually untapped area of research at RPCI, Rodabaugh approached the legal staff at NLS, and together, they submitted a grant to the New York State Department of Health to help support the end-of-life legal needs of cancer patients. The 2004 grant, one of only six awarded, made possible the delivery of free legal services, such as the preparation of powers of attorney, last will and testaments and health care proxies; permanency planning for children in the form of custody or guardianship proceedings; and public benefits denials.

Unfortunately, due to state budget cuts, this grant was not renewed, and a new grant application was submitted to the National Institutes of Health. Given the long review process, bridge funding is being sought to keep this important program viable. Interested donors may contact Kim Guido at 716-845-3328 for more information.
If you’ve been diagnosed with cancer, there’s little doubt that you’re experiencing the non-medical side effects of the disease, most notably distress.

The National Comprehensive Cancer Network (NCCN), in collaboration with the American Cancer Society (ACS), has recently released its Distress Treatment Guidelines for Patients, the latest in a series of resources designed to enhance patients’ lives and support patient-doctor communication.

The Distress Treatment Guidelines for Patients helps patients and their family members understand and respond to the psychological and social issues they may be facing. Distress is defined here as a wide range of feelings, from powerlessness, sadness and fear to depression, anxiety and panic.

“It’s normal to be worried and stressed as a result of a cancer diagnosis,” said Roswell Park’s Chairman of Psychosocial Oncology Michael A. Zevon, PhD, who participated on the NCCN Practice Guidelines for Distress Management panel. “All patients cope in a unique manner. These guidelines help to both evaluate how patients cope and determine if and when the care team needs to get involved.”

The guidelines also include a self-test called a Distress Management Screening Measure (DMSM) that examines practical, physical, family, emotional and spiritual stressors.

Members of RPCI’s Psychosocial Division evaluated the DMSM in a recent study published in the journal Psycho-Oncology. The team found that the self-assessment tool efficiently and effectively identifies the distress experienced by cancer patients.

“Our preliminary study indicated that the DMSM seems to work very well,” said Zevon. “Additional research is underway to support this observation, but we feel that this method does allow clinicians to quickly determine when their patients require additional support.”

A sample of the DMSM is included in the Distress Treatment Guidelines for Patients, which is available in booklet form by calling 1-877-ASK-RPCI (1-877-275-7724) or online at www.cancer.org/downloads/CRI/NCCN_Distress.pdf.
EDUCATING THE NEXT GENERATION OF EXPERTS

The Roswell Park Graduate Division of the University at Buffalo has enhanced its curriculum to help prepare new generations of researchers to enter the emerging fields of chemoprevention, experimental pathology, and molecular epidemiology. Very few programs in the nation combine traditional cancer pathology with studies in the other three fields, which seek to understand how cancer begins and how it can be prevented.

To reflect its new scope, Roswell’s Experimental Pathology Program has been renamed the Cancer Pathology and Prevention Program, reports Arthur Michalek, PhD, Chairman of Educational Affairs and Dean of the RPCI graduate program. The program’s new format is “a hand-in-glove fit with Roswell’s research program,” he notes, pointing to leading-edge research at Roswell Park in the use of selenium as a cancer preventive and in the study of cancer trends in both general and specific populations.

Students in RPCI’s Graduate Division have an opportunity to work in state-of-the-art facilities and to learn from researchers who are renowned in their fields. Of Roswell’s senior scientific and clinical staff, 130 serve as research professors in the Graduate Division.

Students may choose from six pre-doctoral programs leading to master’s and doctoral degrees, including a joint MD/PhD program offered through the UB School of Medicine & Biomedical Sciences.

expressions

YOUR OWN POWER

Look up! Do I really need to see, Just what is right in front of me? Signs, they are shaking their once solid ground, Fear confusion and sadness, it’s all around. But my friends just look another way. Hope sits silent here everyday. In every way and every where I see the love that fills the air – So many people smile and help, You know they care. For when we are hit with the hardest blow, Keep your faith and don’t let go, And day by day, your strength will grow. So find your own power that lies deep within, And with all of your might DON’T EVER GIVE IN!

Lisa Marie Jacobs
RPCI patient

Interested in submitting a poem or short piece of prose to this magazine? Email it to Colleen Karuza, Managing Editor, at Roswellness@roswellpark.org. All submissions must be original.
This year marks the first annual “No Butts For Roswell” Campaign – a stop smoking program that both raises funds for cancer research and prevention and helps smokers kick the habit.

You can stop smoking, and your friends, family and Roswell Park Cancer Institute are here to help!

The rules are simple. All you have to do is:

1. Commit to quit smoking for a minimum of 30 days.
2. Ask your family, friends, neighbors, co-workers and employer to sponsor your effort to quit smoking.
3. Complete and send in your registration form.

PERSONS WITH THE TOP THREE PLEDGE TOTALS WILL RECEIVE CASH AND PRIZES.

All registered smokers will receive a free coupon for a “Cold Turkey” sub at their neighborhood Quizno’s.

Call 716-845-8513 for more information and to register. Corporate sponsors are welcome!

To receive a FREE subscription to Roswellness, please drop a note to Colleen Karuza, Managing Editor, at Roswellness@roswellpark.org and mention that you’d like to be placed on our mailing list.
Whole grains like corn, whole wheat, oats and brown rice can have as much – or more – antioxidant, anticancer activity as vegetables and fruits. In the past, fiber was considered the primary health benefit of whole grains. But now it appears that the antioxidants in whole grains are just as important. In fact, the combination of antioxidants, fiber and other natural substances in whole grains may work together to give you even greater health protection.

The key to the cancer-fighting potential of whole grains may lie in their wholeness. Each whole grain is composed of three parts: endosperm, bran and germ. When wheat – or any grain – is refined, the bran and germ are normally removed. Although these two parts make up only 15-17% of the weight of whole wheat grains, most of the protective phytochemicals are in them, as well as the fiber. This may partially explain why diets high in whole grains can help reduce the incidence of colon cancer, breast cancer, prostate cancer, heart disease and diabetes.

Source: American Institute for Cancer Research
New York State Governor George E. Pataki has appointed local business leader MARK E. CELMER to the Board of Directors of Roswell Park Cancer Institute.

Celmer is President of Multisorb International, a holding company consisting of manufacturing operations in Western New York, Alabama and the United Kingdom. The corporation is the world leader in the design, development, production and marketing of high-quality packaged and fabricated sorbents for controlling constrained environments.

Celmer is a member of Buffalo State College’s President’s Advisory Council, and sits on the boards of the Western New York Technology Development Center, Buffalo Museum of Science, and the Buffalo Niagara Partnership.

CINDY A. ELLER, Vice President for Development, was elected President of the National Association of Cancer Center Development Officers (NACCDO) for a two-year term. The Association, comprised of over 70 cancer centers across America, works on national collaborative fundraising efforts to support leading-edge cancer research.

SOLDANO FERRONE, MD, PhD, Chair, Immunology, has been invited by the National Institutes of Health to serve as a member of its Center for Scientific Review, Cancer Biomarkers Study Section, a group of national experts who review grant applications addressing the discovery, validation and development of biomarkers for risk, early detection, diagnosis, prognosis and progression of cancer.

JOANNE BECKER, MD, has been appointed Chief of Laboratory Medicine. For the past 15 months, Becker had served as Interim Director of this division of the Pathology Department, successfully leading the lab through a myriad of State and Federal inspections. In addition, she has been instrumental in the acquisition of new laboratory instrumentation and the replacement of critical laboratory personnel. Dr. Becker is board-certified in both Anatomic and Clinical Pathology, with subspecialty training and certification in Blood Bank and Transfusion Medicine.

MARIANNE HANLEY, ESQ, Executive Office, was elected 2005 Vice-Chairwoman of the Erie County Commission on the Status of Women.

PHILIP L. MCCARTHY, JR., MD, Director of the Bone and Blood Marrow Transplantation Center, received the “Heart of Compassion” Award from the Kevin Guest House.

EDWIN A. MIRAND, PhD, DSc, Dean Emeritus, Educational Affairs, will receive the “Healthcare Heroes Lifetime Achievement Award” from Business First at a breakfast on April 7 at the Four Points Sheraton.

Welcome New Faculty!

PRADEEP ARORA, MD Medicine

PAULETTE MHAWECH-FAUCEGLIA, MD Pathology

LAJOS BALOGH, PhD Radiation Medicine
HARRY SLOCUM, PhD, research scientist, Pharmacology & Therapeutics, will receive the “Pathfinders 2005 Award” from the Buffalo Alliance for Education and Niagara Frontier Industry Education Council at a reception on May 12, at the Four Points Sheraton.

SHE’S BACK!
DONNA M. GIOIA, co-founder of the Roswell Park Alliance Foundation, and her husband Anthony, the former US ambassador to Malta, are back home in Buffalo. “It was a life-altering experience living in Malta,” said Mrs. Gioia, “but I have missed working with the volunteers and am so glad to be back.”

NICOLE PRANKE (left), Golden Valley, MN, and ASHLEY FRY (right), Dix Hills, NY, two students from RPCI's summer “Research Participation Program in Science for Young Scholars,” captured sixth place in the 2004-2005 Siemens Westinghouse Competition in Math, Science and Technology, the nation's premier high school science competition. Over 1,800 applications were submitted by the country's best and brightest high school students. Each student was awarded $8,000 in scholarship money. Their award-winning research, which was supervised by WILLIAM GRECO, PhD, Cancer Prevention and Population Sciences, focused on improving a set of statistical methods used in the development of new cancer drugs and drug combinations.

NEW HOPE FOR PATIENTS WITH ADVANCED MULTIPLE MYELOMA
Patients with advanced multiple myeloma may benefit from a new drug regimen which combines bortezomib, liposomal doxorubicin and thalidomide. In a pilot study conducted at Roswell Park, this drug combination produced a clinical response in 54% of patients with relapsed or refractory multiple myeloma. These preliminary results were presented at the annual meeting of the American Society of Hematology.

“We were very encouraged by these results,” said ASHER CHANAN-KHAN, MD, Medicine, principal investigator. “We are currently enrolling patients into the next phase of this study.”

For more information, call 1-877-ASK-RPCI (1-877-275-7724) or email askrpci@roswellpark.org.

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**In Memoriam**

Our staff, faculty and volunteers offer sincere condolences to the loved ones of the following members of the Roswell Park family, who recently passed away.

JAMES ALDERFER PhD
A scientist in the Cellular Stress Biology Department and Director of the Nuclear Magnetic Resonance Resource. Dr. Alderfer worked at RPCI for 28 years.

SHASHI HARVEY, PhD
A scientist in the Experimental Biology Department with over 30 years of service.

KATHERINE “KAY” GISEL
An active member of the Roswell Park Alliance Community Advisory Board.

CARL SEAGROVES
A hospital clinical assistant with over three decades of service.
Cancer patients in Tompkins County and the Finger Lakes region now have access to state-of-the-art radiation therapy services, with the January 17 opening of Cayuga Medical Center Radiation Medicine. That’s welcome news for cancer patients in the region, some of whom have chosen to travel long distances in recent years to receive radiation oncology services.

The new $6.5 million facility, located adjacent to Cayuga Medical Center (CMC), will be operated in conjunction with Roswell Park Cancer Institute (RPCI), the only National Cancer Institute-designated comprehensive cancer center in Upstate New York. CMC became an affiliate of Roswell Park in 2004, and the new radiation medicine service was developed under the direction of RPCI physicians and staff.

Equipped with a Varian 21 EX Linear Accelerator, CMC Radiation Medicine will treat patients with advanced radiation technology, similar to that which is installed at Roswell Park. The linear accelerator is designed to deliver Intensity Modulated Radiation Therapy (IMRT) that enables radiation oncologists to deliver treatment more accurately. The equipment will also provide respiratory gating and portal imaging that helps to better focus the radiation treatments.

The state-of-the-art technology will be used to treat all cancers that respond to radiation therapy, including prostate, breast, head and neck, lung, colorectal and brain tumors.

“This is an exciting time for all of us at Cayuga Medical Center and the region,” said Rob Mackenzie, MD, CMC President and CEO. “What was a vision has become reality, and now in partnership with Roswell Park Cancer Institute, we are able to offer Tompkins County and Finger Lakes region cancer patients world-class radiation medicine services. Furthermore, our affiliation with such a respected and renowned cancer center as Roswell Park Elevates the care of cancer patients to levels previously unattainable in Ithaca and surrounding communities.”

David C. Hohn, MD, Roswell Park President and CEO, commended CMC officials for responding to the needs of area cancer patients by building the state-of-the-art radiation medicine facility. “Over the last year, Roswell Park has developed a close relationship with Dr. Mackenzie, his administrative team and CMC oncologists, and we have been particularly impressed with their commitment to the region’s cancer patients,” he remarked. “We are delighted to be an integral part of this new enterprise which gives patients access to such high quality, technologically-advanced radiation therapy services.”

Among the many features of the new radiation medicine facility is electronic teleconferencing that is linked to Roswell Park, enabling cancer care specialists at CMC and RPCI to collaborate in the development of patients’ treatment plans.

“Electronic teleconferencing essentially puts us all in the same room at the same time,” said Michael Kuettel, MD, MBA, PhD, Chairman of RPCI’s Department of...
Radiation Medicine. He noted that in response to patients’ needs, Roswell Park now houses one of the most technologically-advanced teleconference suites in Western New York. “Together, we will be able to view CT scans, examine tissue slides, and discuss treatment protocols and clinical trials, while providing Cayuga Medical Center Radiation Medicine patients with the same quality care available at Roswell Park,” Kuettel explained.

Cayuga Medical Center offers state-of-the-art diagnosis and treatment services to residents of Ithaca and the greater Finger Lakes region. CMC is designated by the American College of Surgeons as a Community Hospital Comprehensive Cancer Program, one of only 19 in New York State.

For more information, visit CMC’s Web site at www.cayugamed.org.

Rogovin on Display at RPCI

Milton Rogovin, internationally known social documentary photographer, has generously donated a collection of seven framed original art works to Roswell Park. The photographs will be on exhibit in the Dermatology Center.

Among his numerous lifetime achievements, Rogovin received the prestigious W. Eugene Smith Memorial Fund Award for Documentary Photography in 1983. Museums that have collected and displayed his work include the Albright-Knox Art Gallery, Burchfield-Penney Art Center, Cleveland Museum of Art, Metropolitan Museum of Art, International Museum of Photography and Film at George Eastman House, Museum of Modern Art, and most recently, the Getty Center in Los Angeles.
THE RIDE FOR ROSWELL
IT’S NOT ABOUT THE BIKE!

By Mitch Flynn

As volunteers and cyclists prepare for the 10th anniversary “Ride,” event founder Mitch Flynn reflects on the emotional power behind all that pedaling.

My apologies to Lance Armstrong for recycling the title of his first book, but as the Ride for Roswell approaches its 10th anniversary, I would have to say that it, too, is “not about the bike.”

Having said that, the thing that immediately comes to my mind about the Ride is a bike – specifically, a three-wheeler ridden by a nine-year-old patient named Katy DeGirolamo in 1996, the Ride’s first year.

What was remarkable about this particular bike was as much about the rider as how it was ridden. Katy wore a red-white-and-blue sequined outfit. She was a star-spangled contrast to her dad, Jim, whose sweat-soaked t-shirt testified to the exertion of kick-pushing her trike every 50 feet for the better part of nine miles.

At the post-Ride awards ceremony, Channel 4’s Jacquie Walker presented Katy with a Sabres jersey and trophy as the event’s top fundraiser – and Jim with a well-deserved hug. He said, “It was probably in my life the proudest moment I’ll ever have.”

Later that day, stacking chairs and collecting garbage (no good deed goes unpunished), my co-chair John Farmelo and I had our own proud moment: who’d have guessed we’d get 1,100 riders and raise $105,000 our first year out? But then, who’d have guessed that nine years later, we’d be $2.5 million and 20,000 riders to the good?

Some of our volunteers might have sensed that potential. Sally Russell, Barb Keough, Lisa Wylie, Katie Johnson-Hoffman, and Dr. John Houghtaling are among those who have been there since the beginning, as has bike shop owner Tom Lonzi, who now has his own Roswell story to tell.

Tom has supported the Ride’s 62.5-mile route every year since 1996, fixing flats and assisting the mechanically-challenged. Last year, his wife Valerie found a mole on his back that looked suspicious, so he went to Roswell Park to have it checked. If you believe that “what goes around, comes around,” here’s one you’ll like: Dr. William Kraybill, who removed the cancerous lesion, had just bought a bike from Tom a few weeks before! (Tom is doing fine and will be supporting the Ride again this year.)

With four routes, eight rest stops, 150 teams, 400 volunteers and 2,500 riders, the Ride for Roswell literally touches the near and far of Western New York. The amazing thing is how many of our collaborators, riders, volunteers
and sponsors have a connection to Roswell. Our team names conjure up diagnoses, prognoses, families and friends: Blast The Mass; Pedal Pushers; Rainbow Riders; Team Rudolph; Sean’s Rockin’ Reds.

A gang of nine-year-olds first came to the Ride in 1997, calling themselves Michael’s Angels. Eight years later, they did an abbreviated ride so they could be on time for the high school graduation their departed friend and team namesake would also have attended.

In 2003, we started putting a 5-foot x 5-foot t-shirt at the Ride start line, inviting riders to inscribe it over the course of the day. It bloomed with messages like a time-lapse movie. We miss you... Keep fighting... 5-years cancer-free... We’re pulling 4 ya... Biking out brain tumors.

If we’d had that tradition back in 1996, Katy DeGirolamo – now a sophomore pre-med student at John Carroll University in Cleveland – might have written on it something as simple as Wheeeee! – what she exclaimed with each push from her hard-working dad.

And maybe that captures what the Ride for Roswell is all about – the pure joy of cycling on a June day in Buffalo, combined with the good karma of helping someone out. The Ride comes around on Saturday, June 25. Join us for the celebration!

Mitch Flynn is president of Flynn & Friends Advertising and a founding member of the Roswell Park Alliance. He started the Ride for Roswell in 1996 and is in his fifth year as its co-chair.

Helping cure cancer is as easy as riding a bike. Register today for the 10th annual Ride for Roswell, Saturday, June 25, 2005, at Baird Point on UB’s Amherst Campus. Nine, 20-, 33- and 62.5-mile routes are offered. Participate as a cyclist or as a virtual rider from anywhere in the country! Volunteer or donate to the cause.

www.ride4roswell.org
716-845-8788

Wegmans will once again be the presenting sponsor for the 2005 Ride for Roswell, thanks to its $15,000 event sponsorship. Last year, the Ride raised a record total of over one-half million dollars for cancer research and patient care.
The explosion of the nuclear power plant in Chernobyl in April 1986 released substantial amounts of radioactive materials over western regions of the former Soviet Union (FSU). Since then, researchers worldwide, including those at Roswell Park Cancer Institute (RPCI), have been investigating the health effects of radiation exposure on the population of the FSU, often under difficult economic and social circumstances.

The challenges faced and lessons learned by research groups conducting a large study of acute leukemia (AL) among children in areas of the FSU were reported in *Environmental Health: A Global Access Science Source*. Arthur Michalek, PhD, Dean and Chair, Educational Affairs, and colleagues, described how a number of significant challenges – language, physical infrastructure, road conditions, geographic distances and locating/interviewing participants – were effectively overcome through organization, communication and quality assurance. “The challenges were offset by the opportunities to glean information of significance to science and society,” said Dr. Michalek. “In an era of globalization, our experiences might benefit others involved in multinational investigations.”

A study led by Philip McCarthy, Jr., MD, Medicine, published in *Leukemia Research*, described the results obtained by a Leukemia Diagnostic Working Group under the auspices of the International Consortium for Research on the Health Effects of Radiation (ICRHER) that confirmed the accuracy of 99% of the cases of AL diagnosed in the immediate aftermath of the Chernobyl accident. “The period was one of economic hardship,” said Dr. McCarthy. “However, the FSU hematologists and hematopathologists were able to make accurate diagnoses under very difficult social and economic conditions. These results will be important for a leukemia case-control study that has been submitted for publication by the ICRHER.”

Martin C. Mahoney, MD, PhD, Cancer Prevention and Population Sciences, and colleagues reported a dramatic increase in the incidence of thyroid cancer among residents of the Republic of Belarus in the *International Journal of Epidemiology*. “Increases of this magnitude among both men and women are remarkable over a relatively limited time period,” noted Dr. Mahoney, “and argue for continued surveillance in Belarus and other affected areas of the FSU.”
Quiet Philanthropist Leaves $1 Million Legacy

“Mr. Young’s intention to honor his sister is an inspiration to our research team.”
– Candace Johnson, PhD

James Young was known during his lifetime as a quiet man who would give the shirt off his back to help a friend. His giving spirit continues to help others today through an incredible bequest of $1 million he left to be shared by Roswell Park and Sisters of Charity Hospital. The gift was made in honor of his sister, Goldie Young, who passed away from cancer in her 40s.

“Jim was a kind, gentle man who loved his sister very much,” said Ceil Rolek, a lifelong friend. Rolek added that Young, a bachelor who lived in Buffalo’s Riverside community, “often gave donations to different groups and he had a soft spot for animals.”

The fact that he had accumulated enough savings to provide such a lasting gift was a surprise to everyone who knew his modest lifestyle. Young, a former Bell Aircraft employee, denied himself most material possessions. He lived in a home in need of many repairs during his final years.

What will your legacy be? To let us know of your bequest plans, please call Betsy Ferguson at 716-845-8720. For more information about legacy giving, visit www.leavealegacywny.org.

Study of Cancer Pain Aided by New Endowed Fund

Roswell chairman remembered for his landmark studies

Dr. Thomas C. Sist, a Roswell Park doctor and world pioneer in the field of cancer pain assessment, lost his life to cancer in the fall of 2003. His legacy of helping patients, however, will live on, thanks to the newly established Dr. Thomas C. Sist Endowed Fund for Pain Medicine Studies.

This permanent fund was established by Dr. Sist’s wife, Carol Townsend Sist. It will support important research in the areas of cancer pain management and palliative care with a yearly competitive award. All future gifts in Dr. Sist’s memory will be directed to the fund.

Dr. Sist, former Chairman of Roswell Park’s Pain Initiative Task Force, was a graduate of Canisius College and the University at Buffalo (UB) School of Dental Medicine. He later completed fellowships in dental medicine at Harvard University, in pathology at UB and in pain studies at Roswell Park. His early studies on pain in cancer patients were the largest in the world. Dr. Sist’s work will continue to be respected for the integral role it played in helping to establish pain assessment as a priority for the care of cancer patients.
File Taxes Online and Support RPCI
Take advantage of this quick and easy way to file your taxes while helping in the fight against cancer. Go to www.Taxes2Charity.com and select Roswell Park Cancer Institute or Carly’s Club as your charity of choice. Complete your online federal and state tax filing and $10 of the $39.95 fee will be donated to RPCI!

Rah! Rah! Roswell!
Kiss 98.5 FM and Tops Markets have generously selected Carly’s Club as the beneficiary of the Spring 2005 High School Spirit fundraiser, a contest that encourages high school students to cash in their loose change for a chance to win an exclusive concert at their school. For more information, visit your nearest Coinstar location at Tops, listen to Kiss 98.5 FM, or check out www.Kiss985.com.

One Way to Leave Your Heart in San Francisco
Run or walk in the San Francisco marathon, half-marathon or 5K to benefit Roswell Park and honor loved ones, on July 31. Free professional training, airfare and accommodations are provided to each participant willing to meet the Team Cure physical and fundraising challenge. Visit www.teamcure.com for details and to sign up for your spring training.

Wheels in Motion

Online Giving
You can make a difference for tomorrow’s cures today through a secure online donation at www.roswellparkfoundation.org. Thank you for your support!
Carly’s Club Headliners

**Keith’s Classic Golf Tournament for Carly’s Club**

presented by Sahlen’s, will take place on Thursday, July 14, at Legends on the Niagara. This exciting new location will feature two head-to-head afternoon tournaments. Corporate sponsorships and foursomes are available! All funds support pediatric cancer research and patient care.

**The inaugural Carly’s Club Great Big Carnival**

hits Dunn Tire Park on Saturday, June 11. Bring the entire family for a full day of fun, including all-you-can-eat Perry’s ice cream, live music, games and a fireworks finale! Admission proceeds will benefit kids and cancer research.

**The third annual Carly’s Crossing distance swimming fundraiser** rounds out the summer schedule on Saturday, August 20, at the Festival Ground at The Pier (Buffalo’s Inner Harbor, Fuhrmann Boulevard). Children and adult swimmers and volunteers are encouraged to make a splash for pediatric cancer research.

**Spring Cards & Gifts Available May 1**

Beginning in May, visit www.paintboxproject.com to browse and shop from our brand new spring collection! There are over 25 delightful cards and gifts for Mother’s Day, Father’s Day, birthdays, graduations and more. All cards were designed by Roswell’s pediatric patients and other local artists who have donated their talents to the project. Call 716-845-4444 for a free catalog, or email kathleen.nagorski@roswellpark.org.
The Thrasher Research Fund of Salt Lake City, UT, awarded $147,564 to John K. Cowell, PhD, Chairman, Cancer Genetics, to study the genetic changes in pediatric brain tumors. Cowell hopes to develop a more accurate way of predicting patient prognoses and responses to therapy.

Does Interleukin-6 (IL-6), a naturally-occurring protein, thwart the effectiveness of traditional androgen-withdrawal therapy in certain prostate cancer patients? Allen Gao, MD, PhD, Medicine and Pharmacology & Therapeutics, believes so. This research, which builds upon an earlier study, is being supported by a $25,000 grant from the Charlotte Geyer Foundation, which also provided $50,000 for the original IL-6 study.

Lionel Coignet, PhD, Cancer Genetics, is using an $88,371 award from the Elsa U. Pardee Foundation of Midland, MI, to investigate a novel approach to treating non-Hodgkin’s lymphoma (NHL), a potentially deadly form of cancer. Coignet has discovered that the loss of a specific protein (“SMRT”) characterizes NHL and its progression to advanced stages. He hopes to develop an injectable version of this lost protein, and test it as a potential therapeutic agent.

On March 29, 2004, the Republic of Ireland became the first nation to implement a broad smoke-free law. Andrew Hyland, PhD, Cancer Prevention & Population Sciences, wants to find out how the law has affected exposure to secondhand smoke, Irish beliefs and attitudes about smoking, and sustained smoking cessation attempts. He was awarded $65,000 from the Flight Attendant Medical Research Institute of Miami, FL, to implement a long-term follow-up study.

The Community Foundation for Greater Buffalo and the Mae Stone Goode Trust contributed $40,000 and $10,000, respectively, to Roswell Park to purchase a $109,550 Philips Orthovoltage X-Ray Therapy System. The state-of-the-art radiation unit will be a shared core resource used by more than 20 biomedical researchers. Additional dollars will come from Institute funds.

Two researchers in the Department of Pharmacology & Therapeutics have received funding from the Ralph C. Wilson, Sr. and Ralph C. Wilson, Jr. Medical Research Foundation. Athena Lin, PhD, was awarded $100,000 to study alternative genetic tumor growth suppression strategies for breast cancer. Adam R. Karpf, PhD, received a second-year grant of $100,000 to explore the mechanisms that impact cell behavior and regulate tumor antigen gene expression. RPCI is proud to be one of only six health research institutions in the country to receive funds from the Wilson Foundation, which has invested over $850,000 at Roswell Park since 2001.
Fall and winter fundraisers fuel the fight against cancer

Roswell Walks for Cancer Cures took place on October 16 and raised $40,000. We thank the 400 dedicated walkers and those who supported their efforts through pledges. Special thanks to our sponsors: Paul William Beltz PC, The Closing Advantage, General Physics, Infinity Broadcasting, Natale Builders, Ortho Biotech and WKBW-TV.

Carly’s Club and Friends of Children with Cancer held a Halloween Party on October 25 at the Buffalo Bills Field House, and a Breakfast with Santa on December 18 at the Buffalo Convention Center for pediatric patients and their families. The events were hosted and sponsored by Verizon AFL-CIO 1122, IBEW 2213 and the Buffalo Bills (Halloween) and HSBC Bank and Medical Management Services (Breakfast).

The Team Cure Disney Challenge raised $65,000 this January with the help of 16 participants and their sponsors. Team members walked or ran their way to the Magic Kingdom’s finish line to honor loved ones and friends touched by cancer.

Please visit www.roswellparkfoundation.org for additional photos.

Small hands... Huge thanks!

Over $610,000 Raised

Your generosity to Roswell Park's 18th annual holiday card and gift sale did more than just spread holiday cheer. It shared hope with children and adults battling cancer; and raised $610,000 to help save lives and find tomorrow's cures.

Thank you to our sponsors, and to everyone whose thoughtful purchase showed the true spirit of the season!

Card Sponsors:
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Chairpersons:
Ann Louise Ciminelli
Pamela DeRose

artWORKS by cancer patients supporting cancer research
January 22 may have been one of this year’s snowiest days, but that didn’t stop the 1,000 hale and hearty guests (in gowns and tuxes) from attending the All Star Night celebration at the Adam’s Mark Hotel. Chairman Richard Suchan, his team of resourceful volunteers, and the event’s generous sponsors and patrons created an unforgettable oasis of fun and fantasy, while raising over $400,000 for Roswell Park.
A $100,000 grant from Roche will support the Western New York Regional Cancer Diagnosis & Treatment Quality Improvement Program, which establishes a claims-based registry to monitor and improve patient quality of care. Stephen Edge, MD, Chair, Breast & Soft Tissue Surgery, launched the program.

Amgen awarded a $75,000 grant to RPCI’s Cancer Prevention Research and Evaluation Program, a large-scale study of how lifestyle, genetics and environment impact cancer risk. Amgen also awarded a $36,000 grant to RPCI’s cancer-related fatigue management program.

Genentech, Inc.

Genentech, Inc., a biotechnology company, awarded Elizabeth A. Repasky, PhD, a $100,000 grant in support of her research which explores ways to predict how patients will respond to new cancer drugs that are not yet in clinical trials.

The American Society of Hematology Review at Roswell Park received leading support from Novartis Oncology and additional funding from Biogen Idec and Genentech. The local conference summarized research findings presented at the Society’s 46th Annual Meeting, held in San Diego.

SPECIAL PROMOTIONS

West Herr New York’s “Drive 4 Roswell” campaign has “accelerated” many of RPCI’s cancer research and patient care initiatives. Each time a customer buys a car from one of its 16 dealerships, West Herr New York makes a generous donation to RPCI. More than $400,000 has been donated since 1998.

Pizza Hut once again named Roswell Park as one of the Buffalo area beneficiaries of its Raising Dough for Kids campaign. The campaign collects donations at Pizza Hut locations throughout the region and conducts a golf tournament in June to raise funds for pediatric cancer research and patient programs.

GRANTS AND SPONSORSHIPS

Cellino & Barnes presented $13,100 to Roswell Park from their Completions for a Cure campaign. Cellino and Barnes made a donation to support cancer research and patient care for every pass completed during the 2004 Buffalo Bills season.

Tops Markets presented a check for $38,800 to Roswell Park from its 2004 holiday sale of Paint Box Project cards. Above, from left to right, are Candace Johnson, PhD, SVP, Translational Research, RPCI, Max Henderson, EVP, GM, Tops Markets, and Jennifer Bronstein, Paint Box Project volunteer.
For Team Cure photos and event hosting information, visit www.roswellparkfoundation.org

**Donors ($250-$999)**
- Anupam Pandey Neighborhood Collection
- Excuria Salon and Spa – Breast Cancer Fundraiser
- Forestville Elementary – “Make A Difference Day”
- Foster Spencer Memorial Golf Tournament
- Fred Wakefield Memorial Golf Tournament
- Fredonia State University S.A.
  - “Rockin’ in the Commons”
- Friends of Edna Ogden – 5K Walk
- Handy Helpers Play – “Losing Lee-Lo”
- Kenmore Quilters Patch – Quilt Show
- Ken-Ton Family YMCA
- Ken-Ton YMCA – Leaders’ Charity Fundraiser
- Larry Barreca Memorial Walk (1st Annual)
- Mary Lou Urban’s Christmas Raffle
- Merchants Mutual Insurance – Dress Down Day
- Metro Community News – Coin Collection
- MJ Mechanical Services – Matt Poole Golf Classic
- The New Beginning Italian Club – Flea Market
- Pie Baking Contest Hosted by Gina Gaca
- Springville Country Club – “Rally for a Cure”
- Terry Hagen Memorial Golf Tournament
- Annual Football Charity Tournament

**Starting Lineup ($1,000-$2,499)**
- Alden Central Schools
  - Halloween Activity Night
- Allied Domecq Quick Service
  - Restaurants/Dunkin’ Donuts
- Artdog Designs
- HBGO Golf Tournament
- ISG Lackawanna, LLC
- Kinex Pharmaceuticals
- Patty Morales
  - Gray’s Place Benefit
- Mancuso Steel Products
- Niagara Falls High School
  - Bowl-a-Thon
- Ninety-One Charity Golf Classic
- Saint-Gobain Advanced Ceramics Co.
- Sharon Boyd Golf Tournament
- UAW Local 897
- Variety Club

**MVPs ($2,500-$4,999)**
- Cozumel Tequila Bar and Grille hosted a Halloween fundraising party for RPCI and raised more than $2,500.
- Rural/Metro Medical Services hosted its annual golf tournament and raised $3,377 for the “Share Your Story” program – a Pastoral Care scrapbooking initiative for patients and their families.
DiTondo's Tavern celebrated its 100th anniversary with an old-fashioned street dance and fundraiser under the stars. Over $3,600 was raised for Carly's Club.

Friends and family of Antoinette "Toni" Romano Gozzi hosted their first Knitting for Nini benefit, which raised $3,900 for the Gilda Radner Familial Ovarian Cancer Registry at Roswell Park.

Friends and Family of Mrs. Roy Callahan hosted “The Vixen Cup” memorial golf tournament at Fox Valley Country Club, and raised $4,100.

The Spoth Family of Clarence and Greg’s U-Pick Berry Farm co-sponsored the “Corn Maize” at The Farm in Clarence, NY. This event raised $4,400 for melanoma research.

**Winners’ Circle ($5,000 +)**

Carly’s Club was one of several causes supported by the Amherst Community Foundation and Pizza Hut’s Raising Dough for Kids fundraising campaign. The campaign raised $5,000 for Carly’s Club.

Friends and family of Mary Coyle launched the first Mary B. Coyle Memorial Golf Tournament and raised $5,000.

The Genco Family raised $5,000 for the Sandra C. Genco Endowed Fund for Nursing Excellence through a virtual Bridge, Lunch and Tennis event. The family sent letters to friends asking for support of Roswell Park’s Nursing program, in lieu of hosting the traditional BLT summer event.

Over 150 generous customers shopped for Roswell at a jewelry sale hosted by Ann Louise Ciminelli, a Roswell Park Alliance volunteer. Buffalo artists donated a percentage of their sales to Roswell Park, totalling over $6,000.

More than $6,000 was raised at the annual Eileen Beauchamp Memorial Golf Outing. Event proceeds will benefit the Gilda Radner Familial Ovarian Cancer Registry.

Friends and family of Dawn Phillips Castellani hosted its annual Fore Dawn Memorial Golf Tournament, raising more than $7,000 for leukemia research.

The Mabel Danahy store in Amherst sponsored a fashion show that raised over $7,500 for women’s health programs at RPCI.

Runners and walkers of all ages participated in Lebro’s annual Fall Classic 5K Fun Run. The family-friendly event raised $8,000 for Carly’s Club.

Friends, family and supporters of Jerra Barit raised over $9,000 at the annual Fashions for a Cure runway show at Fox Valley Country Club. Proceeds will benefit Dr. Asher Chanan-Khan’s multiple myeloma research fund.

Over $11,225 was raised at the annual Mark J. Petrie Charity Golf Tournament. Mark hosts the tournament at Tan Tara Golf Club in gratitude for the treatment he received at Roswell Park. All proceeds benefit Dr. Maria Baer’s leukemia research.

The Leisure Living Pool Company held the first Richard Gerspach Memorial Golf Outing at Glen Oak Golf Course. This successful event raised $12,500.

Employees of Creditor’s Interchange got in the fundraising spirit and participated in summer dress down days as well as a payroll deduction program that raised $17,000 for Carly’s Club.

The Buffalo District New York State Credit Union League and Enterprise Rent-a-Car participated in the annual Credit Unions Care for Kids campaign, raising $23,000. The League has been named the official Comfort Sponsor for Carly’s Club, offering funds for research and for “comfort bags.” Each bag provides a fleece blanket, stress ball, baseball cap, notebook and more to a pediatric cancer patient.

Local Zonta International districts hosted their annual Diva by Diva show and raised $30,000 for breast cancer research and patient care. Actress Mary Kate O’Connell and her company kept the crowd in stitches with humorous monologues and group tributes to women.

The Dennis J. Szefel, Jr. Memorial Golf Tournament raised $58,000 for leukemia research. Dennis’ family and friends have held this annual fundraiser to help find a cure for leukemia, and to offer inspiration to other cancer patients. Visit www.dsjgolf.org or call 845-8164 for more information.
Thank You to Our Donors

August 1, 2004 to December 31, 2004

Your donations and the confidence you place in Roswell Park Cancer Institute provide the foundation for discovery and cure.

Corporation, Foundation & Organization
Gifts of $1,500,000 or more
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The Mark J. Petrie Charity Golf Tournament
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In Memory of Philip A. Garvin
Philip A. Garvin Memorial Golf Tournament

In Memory of Joyce Kozlowski
St. Patrick’s RC Church

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ISG Lackawanna LLC
Joy Family Foundation
Lebro’s Restaurant
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Mancuso Steel Products
Paul McStraw Motorcycle Fun Run
MGI Pharma, Inc.

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Advanced Storage Technology, Inc.

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Mary Lou Cellino Memorial Golf Tournament

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In Honor of Dawn Connolly-Lang
Ms. Dawn Connolly-Lang

In Memory of Jane Cook
Mr. Joseph Cook

In Memory of George Wesley Cosbey
Ms. Nanette M. Cosbey

In Memory of William Currie
Mrs. E. Jean Currie

In Memory of Edward & Stella Cwick
Dr. and Mrs. Douglas A. Swartz

In Memory of Judi Diehl
Ms. Donna M. Otto

In Memory of Nancy A. Fatta
Mr. Salvatore J. Fatta

In Memory of Marsha Garlapo
Friends of Marsha Garlapo

In Memory of Philip Garvin
Mr. & Mrs. Douglas Smith

In Memory of Sandra C. Genco
Dr. & Mrs. L. Nelson Hopkins, III
Mr. & Mrs. Leonard G. London
Dr. William Ries

In Memory of Katherine Anne Gioia
Mr. Thomas H. O’Neill & The Honorable Nancy Naples O’Neill

In Memory of Helen Heineman
Mr. Robert E. Heineman

In Memory of Amy Holland
Mr. Thomas H. O’Neill & The Honorable Nancy Naples O’Neill

In Memory of Roberta “Bobbie” Hosek
Mr. & Mrs. Juan Forster

In Memory of Phillip Incorvaia
Mr. & Mrs. Paul J. Incorvaia

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Mrs. Gertrude Victor

In Memory of Patricia Kalis-Larkin
Mr. Steven D. Arkin

In Memory of George Kiener
Mrs. Carol S. Kiener

In Memory of Elizabeth Kilgus
Ms. Michele K. Block

In Memory of James Krasowski
Mr. Thomas H. O’Neill & The Honorable Nancy Naples O’Neill

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Mr. Paul M. Lisnek

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Ms. Ana Hurd

In Memory of Sandra F. Lippes
Mr. Thomas H. O’Neill & The Honorable Nancy Naples O’Neill

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Ms. Mary P. Lyons

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Mrs. Theresa McCarthy

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Mr. Thomas H. O’Neill & The Honorable Nancy Naples O’Neill

In Memory of Natalie McCullough Zengerski
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Mr. & Mrs. Philip A. Genatiempo

In Memory of Donald McLelland
Ms. Betty McLelland

In Memory of Chris Merz
Mr. & Mrs. Daniel J. Comfort

In Memory of Janet Mitchell
Friends of Janet Mitchell

In Memory of Bertha Murphy
Friends & Family of Bertha Murphy

In Memory of Mr. Panus
Ms. Marjorie E. Janowsky

In Honor of Joel Poch
Mr. & Mrs. Joseph F. Wooden

In Honor of John Preston
Ms. Kathleen Preston

In Honor of Jean Rausch
Mr. & Mrs. John M. Feness

In Memory of Erne Ressler
Mr. & Mrs. Albert Baum

In Memory of Jacqueline Rivet
Ms. Janis Evanisko
Ms. Krista Rivet

In Memory of Margaret Rubino
Mr. Thomas H. O’Neill & The Honorable Nancy Naples O’Neill

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Dr. Stephen D. Ryczyna

In Memory of Nancy Scherrer
Mr. and Mrs. Michael Wilson

In Memory of Lisa Scoggin
Ms. D. Karen Wilkerson

In Memory of Dr. Amy Seibel
Dr. David M. Pratt & Dr. Celia Spacone

In Memory of Dr. Thomas C. Sist, Jr.
Mr. Victor Kraulisz

In Memory of Carolyn Stofan
Mrs. Kelly Bauer

In Memory of Gladys Stuhler
Mr. & Mrs. Robert A. Boteler

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Mr. Thomas Sundstrom

In Memory of Martin Szal
Mrs. Grace E. Szal

In Memory Carmen Tarantino
Mrs. Mary M. Koessler
Mr. Thomas H. O’Neill & The Honorable Nancy Naples O’Neill
Mr. and Mrs. Brian J. Weidner

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Mrs. Jane E. Titterson

In Memory of Paul Toepfer
Mr. Haiko de Poel, Jr.

In Memory of Charles Varco
Mr. & Mrs. Gregory Calleri

In Memory of Joseph Wachenheim
Mr. Joseph M. Wachenheim

In Memory of James Wachtel
Mr. & Mrs. Richard D. Hillegas

In Memory of Amy Weber
Mr. Daniel Koester

In Memory of Joseph F. & Joyce J. Werbeck
Mr. Brian D. Weathersbee

In Memory of Sarah West
Mr. George A. West

In Memory of Anna Wittenzeliner
Mr. & Mrs. Gary M. Opala
Smack! We’ve Been (Super!) Super Kissed!

$1.5 Million Gift is Largest Corporate Gift Ever to Roswell Park

Some kisses just knock your socks off! That was the case on December 16, when Delta Sonic Car Wash Systems, Inc., announced its latest investment in downtown Buffalo – a $1.5 million contribution to help build Roswell Park’s Center for Genetics & Pharmacology.

The gift to Roswell Park’s Horizons of Hope Capital Campaign is the single largest corporate donation ever received by the Institute. Delta Sonic also distributed free car wash coupons to over 1,200 Roswell Park patients.

“This gift affirms our commitment to the tremendous work being done by Roswell Park, and to the promise its new Center offers for finding cures and saving lives,” said Cheryl Ludwig, Executive Director of Marketing at Delta Sonic.

Ludwig added that the decision to make a leadership gift also was tied to Delta Sonic’s continued efforts to invest in downtown Buffalo’s economic future.

“The entire Buffalo Niagara Medical Campus represents a huge opportunity to grow businesses right here in the heart of downtown,” she said. “We want to be a part of that resurgence.”

Beginning May 1, shop from our new Spring card and gift collection. Visit www.paintboxproject.com today or call 1-800-959-5931 to order.

SAVE THE DATES!

MAGIC SHOW
The International Brotherhood of Magicians, Gene Gordon Ring 12
Saturday, April 9, 2005, 3-5 pm
Hilleboe Auditorium, Research Studies Center

CANCER SURVIVORS DAY CELEBRATION
Sunday, June 5, 2005, 1-4 pm
WJK Park & Gardens

For more information on these exciting upcoming events, call Roswell Park’s Department of Public Affairs at 716-845-8793.