Roswell Results!

Spring 2013

A Story of Hope Helps Build the Future

The Friedman's Grandson, Eli. (Photo courtesy of Lindsey Robinson Photography)

*Generous supporters Lisa and Scott Friedman served as chairs for Roswell Park's annual black tie gala, All Star Night, in 2012 and have graciously stepped up once more, as chairs for **Roswell for Children**, a fundraising campaign to build the Roswell Park Comprehensive Pediatric Hematology and Oncology Center at WCHOB.*

Last June, Scott and Lisa Friedman's three-year-old grandson, Eli, woke up with a stomachache. By the end of the day, Eli was recovering from surgery at Women and Children's Hospital of Buffalo (WCHOB) to remove a tumor. His suspected diagnosis of Burkett's Lymphoma, a very rare and aggressive form of cancer, was soon confirmed.

"Getting news that our three-year-old grandson had cancer was shocking, frightening and, at times during the course of his chemotherapy, heartbreaking," said Lisa.

Despite Eli's prognosis, the Friedmans held on to hope as Eli's parents turned to Roswell Park for treatment. Eli completed his intensive regimen of chemotherapy last fall, and today is cancer free.

It's this story of hope that inspired the Friedmans to volunteer to serve as the chairs of Roswell Park's fundraising campaign, Roswell for Children, to build The Roswell Park Comprehensive Pediatric Hematology and Oncology Center at WCHOB.

"I remember seeing Eli and another hairless three-year-old racing around the pediatric oncology center in plastic toy cars, infusion pumps behind them, laughing and smiling the whole while," said Lisa. "It was then I realized quality of life and patient experience matters a lot, and I believe this new center will provide patients with the best quality of care."

For more than 40 years, Roswell Park and WCHOB have collaboratively provided care for children with cancer and blood disorders in two hospital locations instead of one. Thanks to the Friedman's, that is about to change.

When the new WCHOB opens on the grounds of the Buffalo Niagara Medical Campus as the John R. Oishei Children's Hospital in spring 2016, pediatric health care and comprehensive hematologic and cancer care will be under one roof; RPCI will operate the Comprehensive Pediatric Hematology Oncology Center on the top floor of the new building.

(continued on back page)

ROSWELL PARK CANCER INSTITUTE

What's Inside

Clinical Sciences Center Construction Begins

On April 18, Roswell Park Cancer Institute (RPCI) broke ground on its new 11-story Clinical Sciences Center, marking the first new construction at Roswell Park since 2007 and the first clinical expansion since 1998.

The 142,000 square-foot facility will be located at the corner of Michigan and Carlton Streets and will offer enhanced clinical care resources to help RPCI save lives and find cures for cancer.

When completed by fall 2015, the new Clinical Sciences Center will be connected to the adjacent Main Hospital building and the Grace Cancer Drug Center.

Rendering of the new Clinical Sciences Center

THE CENTER FOR Personalized MEDICINE AT ROSWELL PARK CANCER INSTITUTE

RPCI Launches Center for Personalized Medicine

Carl Morrison, MD, DVM, in the Department of Pathology, serves as the Executive Director of the CPM and oversees the day-to-day operations.

There's no "one size fits all" when it comes to cancer treatment. Over the past two decades, research has made it clear that your unique genetic profile plays a big role in your risk of developing certain types of cancer and how you'll respond to different therapies.

Earlier this year, Roswell Park launched its new Center for Personalized Medicine (CPM) which uses advanced gene-sequencing technology to better understand the DNA-cancer link, and puts that information to work with the goal of both preventing cancer and treating it more effectively, with fewer side effects. The CPM will provide rapid, cost-effective gene analysis to support the work of researchers at Roswell Park and other institutions. The research is aimed at developing treatments that work better because they will be designed specifically for each patient's DNA.

"Personalized medicine is an approach to diagnosing, treating and managing disease by looking for genetic clues in a person's own biomedical makeup," said RPCI Deputy Director, Candace Johnson, PhD who oversees the CPM along with RPCI President & CEO, Donald L. Trump, MD, FACP. "By 'sequencing' or doing robust analysis on the whole set of DNA that each of us inherits from our parents—our 'genomes'—our scientists can try to figure out why some people are more likely than others to get certain diseases, and which treatments are most likely to be effective for a particular person."

The CPM is equipped with supercomputers and very rapid gene-sequencing technology that make it possible to unlock a person's complete DNA in just a few days. The facility can sequence more than 300 complete genomes per year.

Initially,the Center will focus on providing personal genome analyses for lung cancer, melanoma, leukemia and sarcoma patients. This research will ensure that our patients are receiving the best possible treatment for their cancer based on their individual DNA.

In addition, three research projects are underway that will benefit patients in the Buffalo-Niagara region and beyond:

- Researchers are studying how a patient's DNA determines which of the two main types of breast cancer chemotherapy—anthracycline-based or platinum-based—will work best, with the fewest side effects.
- In collaboration with Western New York Urology Associates, the CPM is working to develop a test to detect superficial bladder cancer, the ninth most common cancer in the U.S. and the most expensive of all the urologic cancers to treat.
- The CPM is recruiting 600 healthy volunteers from a range of ethnicities, races, and socioeconomic strata in Western New York's eight counties to identify the area's most pressing and prevalent healthcare issues. A mobile unit will travel across the region to collect biological samples from volunteers for DNA analysis.

Computer Task Group Inc. (CTG) has played a major collaborative role in the development of the Center for Personalized Medicine. This Buffalo-based company, a leading developer of bioinformatics computing and software, is providing electronic medical records (EMR) expertise and bioinformatics/clinical analytics services to support the work of Roswell Park's Center for Personalized Medicine. Other key partners include the University at Buffalo, IMMCO Diagnostics, Western New York Urology Associates LLC, Illumina Inc. and Life Technologies.

A combination of public and private funding sources supported the establishment of the CPM. A $5.1 million grant from New York State Governor Andrew Cuomo's Western New York Regional Economic Council laid the groundwork for the Center. Roswell Park has invested an additional $16 million in equipment and infrastructure.

RPCI's mobile unit

Down Syndrome Research has Global and Personal Impact

Research in the area of Down syndrome is happening right now at Roswell Park Cancer Institute (RPCI) that has had a tremendous impact worldwide. That's because research laboratories all over the world are using a genetic model for Down syndrome that was developed in the lab of Eugene Yu, PhD, Associate Professor in the Department of Cancer Genetics, using chromosome engineering. His is one of very few labs in the world that can perform chromosome engineering efficiently.

Dr. Yu and his lab are currently focused on identifying the causative genes underlying Down syndrome-associated medical conditions and disabilities with the goal of developing effective treatments. Just last month, his work received a major boost from The Children's Guild Foundation in the form of a $250,000 grant. In 2010, a grant from the foundation established The Children's Guild Foundation Down Syndrome Research Program at RPCI.

"Dr. Yu's work, his team and his dream inspires us," said Wendy T. Stahlka, Board Chair of The Children's Guild Foundation. "The Children's Guild Foundation shares this dream: the dream to effect change and provide opportunities for children with special needs and their families. What truly excites us are the words ringing in our ears that describe this research project: groundbreaking, cutting edge, innovative."

Renee Filip, a board member of The Children's Guild Foundation whose 11-year-old son, Marshall, has Down syndrome, explained to an audience that meeting Dr. Yu has a special significance for her and her family.

Renee Filip, a board member of The Children's Guild Foundation, whose 11-year-old son, Marshall, has Down syndrome, met Dr. Yu for the first time three years ago when The Foundation made its initial grant. She echoes Stahlka's sentiments but also explained that meeting Dr. Yu had a special emotional significance for her and her family.

"I was excited to meet him and I was excited for Marshall to meet him," said Filip. "Dr. Yu showed Marshall around his lab, they had lunch, and seeing them together, holding hands, was a magical moment for me. I saw Dr. Yu's world of brilliance and research and Marshall's world of Down syndrome coming together, and I was encouraged about the impact Dr. Yu's work will have on people like Marshall, or maybe even Marshall, someday," she said.

At one of their many visits, Dr. Yu gave Marshall a stuffed animal. Marshall named the stuffed toy Dr. Yu and sleeps with it every night.

"Dr. Yu is in our house every day and we are delighted to have him there," said Filip. "We are extraordinarily grateful for his passion and commitment to understanding Down syndrome and the way he goes about his work."

Research in the area of Down syndrome is not unusual for Roswell Park or Dr. Yu because it has implications in how we understand, prevent and treat cancer in the following ways:

- Individuals with Down syndrome have an increased risk of developing very specific types of childhood leukemia.
- Paradoxically, individuals with Down syndrome are resistant to several types of cancer including breast and colon cancer.
- These traits, as well as those leading to developmental and intellectual disabilities, are controlled by the specific genetic and chromosomal abnormalities found in Down syndrome.

There are more than 400,000 people with Down syndrome in the U.S. It is the most common genetic cause of developmental and intellectual disabilities in children, accounting for about 30 to 40 percent of all moderate to severe cases.

About The Children's Guild Foundation

Incorporated in 1910, **The Children's Guild Foundation** is focused on funding non-profit organizations that provide healthcare, research, education and therapeutic recreation services and programs for special needs children. The Foundation also seeks to effect change, provide opportunities, and promote inclusion and diversity for these children by advocating on their behalf within the focus areas. Research initiatives funded by The Foundation are concentrated in the area of pediatric developmental disabilities. For more information, visit **www.thechildrensguild.org**.

"I am Hope. I am Courage. I am Life. The team at Roswell Park was caring, sensitive and compassionate to my needs. I thank you for your contributions and support for patients and their families. We could not make it without you. Bless you all."

Averl Anderson, Breast Cancer Survivor

Fighting Back Against Aggressive Prostate Cancer

Hannelore Heemers, PhD, Assistant Professor in the Department of Urology and Member of the Genitourinary Program

Patients who have advanced prostate cancer or prostate cancer that recurs after they've undergone surgery or radiation treatment are often treated with androgen deprivation therapy. Androgens, steroid hormones such as testosterone, control the development and maintenance of masculine characteristics and are critical for the progression of prostate cancer.

Androgen deprivation therapy, however, does not cure prostate cancer and any recurring case of prostate cancer following androgen deprivation therapy is often fatal. In addition, androgen deprivation therapy can impact mood changes, muscle strength and sexual function, among other side effects.

Through generous donations to the Roswell Park Alliance Foundation, Hannelore Heemers, PhD, Assistant Professor in the Department of Urology and Member of the Genitourinary Program at Roswell Park, is researching androgen action to discover how best to target it to impact the course of the disease.

"For more than 70 years, androgen action has been targeted for prostate cancer therapy," said Dr. Heemers. "The therapies that are out there block the production and activity of androgens since androgens are needed for prostate cancer growth."

Dr. Heemers and her team are studying a collection of 158 genes, whose androgen responsiveness is controlled by a factor called serum response factor (SRF). The team aims to determine whether these SRF- and androgen-dependent genes play a part in prostate cancer's invasive behavior.

"We hope to learn whether interfering with SRF-dependent androgen action can change the aggressive behavior of prostate cancer cells and lead to improved outcomes," said Dr. Heemers. "We are asking, 'Can we come up with a better way to target the action of androgens?'"

In addition to her research funded though the Alliance Foundation, Dr. Heemers was awarded a grant by the Prostate Cancer Foundation (PCF), and through both studies she is hoping to find alternative targets for prostate cancer. Each study has a different focus, but the same goal of better understanding androgens and their role in prostate cancer.

What Dr. Heemers finds most rewarding about her research at Roswell Park is the ability to gain new insight into prostate cancer, and to be a part of a study that can help cancer patients.

"In the long run, I hope the research we're doing will lead to new treatment options that are better for patients and more specifically target androgen action that is responsible for progression to lethal prostate cancer," said Dr. Heemers.

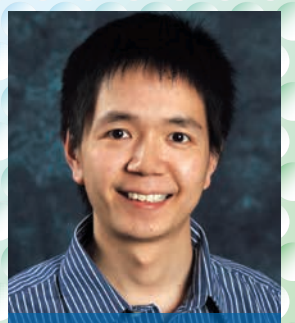
Dr. Heemers is very grateful for the funding received through the Alliance Foundation to help her and her team explore new potential options for prostate cancer treatment. The research Dr. Heemers and her team do each day at Roswell Park can make a significant impact on the lives of patients with prostate cancer, and through the generous help of donors, Dr. Heemers hopes to help the thousands diagnosed with prostate cancer each year.

Taking a Closer Look at Vitamin D


Pamela Hershberger, PhD


Christine Ambrosone, PhD


Chi-Chen Hong, PhD


Song Yao, PhD

The role of vitamin D in the prevention and treatment of many kinds of cancer continues to intrigue cancer scientists. **Recently, two research programs led at Roswell Park Cancer Institute to examine the impact of vitamin D on cancer moved ahead.**

Thanks to donations to Roswell Park, researchers are exploring new ways to overcome drug resistance in a subtype of lung cancer that mainly occurs in women and non-smokers.

The subtype is referred to as EGRF-mutant lung cancer, after the mutated protein that is often linked to its development—Epidermal Growth Factor Receptor. Drugs that block the action of EGFR (such as erlotinib) are available and have been shown to initially be effective in patients with EGFR-mutant lung cancer.

Unfortunately, most patients with EGFR-mutant lung cancer who receive erlotinib show disease progression after approximately one year of treatment due to the tumor cells becoming resistant to the drug.

Dr. Pamela Hershberger's lab recently made the novel discovery that vitamin D3 specifically blocks the growth of EGFR-mutant lung cancer cells. Based on other published scientific studies, they hypothesize that vitamin D3 may also make these particular lung cancer cells more sensitive to erlotinib and can delay or prevent erlotinib resistance.

"Effective and safe strategies to achieve longer lasting disease control are urgently needed in order to improve the long-term outcome for these individuals," said Dr. Hershberger. "Because erlotinib is already approved as treatment of lung cancer and safe strategies to deliver vitamin D3 also exist, our hope is that positive results from the study can be rapidly developed into lung cancer clinical trials."

Also on the vitamin D front, The Breast Cancer Research Foundation made a $239,934 grant to support research led at Roswell Park to better understand the vitamin's role in the development of a hard-to-treat type of breast cancer. **Christine Ambrosone, PhD,** Chair, Department of Cancer Prevention and Control, any **Chi-Chen Hong, PhD,** and **Song Yao, PhD,** both Assistant Members in the same department, are leading this study that seeks to better understand the relationship between vitamin D and depression during treatment in the development and progression of breast cancer.

In the study entitled "Cell mediated immunity and quality of life in breast cancer patients: a longitudinal study," Drs. Ambrosone, Hong and Yao hypothesize that lower levels of vitamin D at the time of diagnosis may be associated with a poor psychological state, and this state may correlate with lower levels of anti-tumor immune system functions.

This research expands on earlier findings by Drs. Ambrosone, Hong and Yao, also supported by The Breast Cancer Research Foundation, that explored the relationship between vitamin D and certain immune system biomarkers in the development of breast cancer. This research is particularly significant because it applies to triple-negative breast cancer, an aggressive subtype of the disease that is hard to treat.

They are assessing these factors by following a group of breast cancer patients through their Women's Health After Breast Cancer study, an ongoing program at Roswell Park to examine the impact of breast cancer treatment on overall health during and after treatment.

"Understanding the complex factors that influence the development of breast cancer will help us improve the way we determine a patient's risk of the disease, with the ultimate goal of earlier detection and therefore, better outcomes," said Dr. Ambrosone. "This generous award from the Breast Cancer Research Foundation will play a critical role in these efforts."

The role of vitamin D in the prevention and treatment of many kinds of cancer continues to intrigue cancer scientists

Investigational Brain Cancer Vaccine Update

Robert Fenstermaker, MD, Chairman of the Department of Neurosurgery and Michael Ciesielski, PhD, Assistant Professor of Neurosurgery

The Center for Immunotherapy at Roswell Park is in phase I clinical trials of a vaccine that may prove effective against many forms of cancer. Currently, six patients with brain cancer are participating in this study with treatment of additional patients planned.

Robert Fenstermaker, MD, RPCI's Chairman of the Department of Neurosurgery and co-inventor of the vaccine with **Michael Ciesielski, PhD**, Assistant Professor of Neurosurgery, explained that the vaccine stimulates the immune system to target survivin, a protein that distinguished tumor cells from normal cells. Survivin is produced by many types of cancer cells and the vaccine stimulates normal white blood cells to kill the tumor cells that have it.

Upon entering the study, each patient had experienced progressive growth of their tumor despite having received conventional brain cancer therapy.

"Survival has improved a bit for brain tumor patients in the last few decades, principally because of improved surgical techniques, radiation therapy advances and a number of different drugs including temozolomide, Avastin and Gliadel. Nevertheless, the improvement is not nearly as great as we all want to see," said Dr. Fenstermaker. "Surgery, radiation therapy and temozolomide are the mainstays of therapy, but even with aggressive treatment tumor recurrence is the rule, rather than the exception."

To date, all participants have tolerated the vaccine, and none have experienced serious side effects. While it is too soon to determine if the vaccine is effective, Dr. Fenstermaker and his team are learning lots about which patients may benefit most from the treatment.

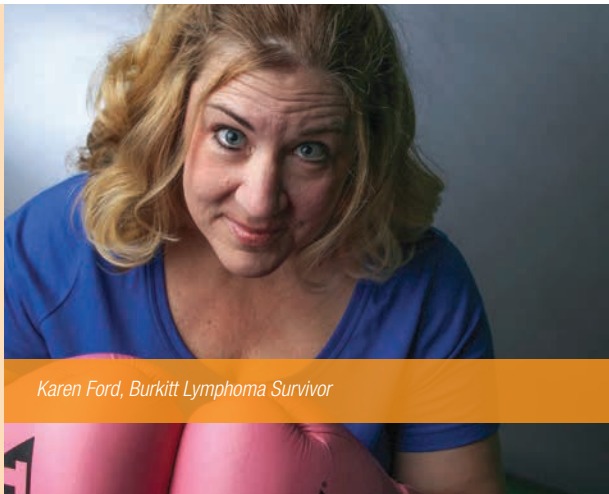
With this information, they will be able to enter the next phase of the research. In phase II, the vaccine will be tested in the up-front treatment of patients with malignant gliomas. This would mean the vaccine will be tested soon after the tumor has been first diagnosed in conjunction with standard chemotherapy. Dr. Fenstermaker expects that several studies will be needed to determine what role the vaccine might play in the treatment of cancer patients.

Drs. Fenstermaker and Ciesielski plan to move into the next phase of research in early 2014, provided that funding and FDA approval are in place. In addition, they hope to learn if the vaccine can be used for cancers affecting other organ systems.

The current phase I study is scheduled to be completed by late summer 2013.

"Roswell Park saved my life and changed my life.

There is so much more to beating cancer than just treatment. Thanks to Roswell Park (and a clinical trial), I am proof that survivorship is an amazing journey."



Karen Ford, Burkitt Lymphoma Survivor

The Power of Touch

A cancer diagnosis and treatment not only impact a patient on a physical level, but also on a mental, emotional and spiritual level. Often, a patient's quality of life is affected, as well as the lives of their family members, caregivers and friends. To help patients at any stage of cancer and their loved ones, Roswell Park has launched a Healing Touch pilot program.

Healing Touch is holistic and complementary to traditional medicine where the practitioner uses a compassionate, heart-centered approach to balance, clear or energize the energy field of the patient. A series of hand positions are used either above or gently on the patient's energy field or energy centers to bring the body into balance and promote self-healing.

Healing Touch is recognized by the National Institutes of Health's (NIH) National Center for Complementary and Alternative Medicine (NCCAM) as an energy medicine or biofield therapy, and is a safe, non-invasive modality. Through a series of Healing Touch interventions, a person may experience improvements in quality of life symptoms including fatigue, stress, anxiety, depression, pain, sleep, mood and overall well-being.

Currently, Hess and Dr. Beaupin's pilot program is teaching outpatient pediatric patients, caregivers and family members several techniques and principles of energy medicine to aid them on their cancer journey. Parents, kids and other members of their support team practice techniques on one another during the two hour session which runs for a total of eight training sessions over a four month period.

A Roswell Park volunteer practicing Healing Touch.

Sue Hess, PhD, CHTP, Healing Touch International Certified Healing Touch Practitioner and current Grant Coordinator at Roswell Park, alongside Lynda Kwon Beaupin, MD, Assistant Professor of Oncology, began the Healing Touch pilot program at RPCI after receiving a Quality of Life Grant through the Roswell Park Alliance Foundation and Carly's Club.

"Most Comprehensive Cancer Centers around the country offer complementary therapies to their patients, and Healing Touch is often one modality that is used," said Hess.

Hess would like to see Healing Touch available to patients, caregivers, survivors, family member, and RPCI employees. She is currently training RPCI volunteers in several of these techniques.

Learn more about the Healing Touch program at RoswellPark.org/CancerTalk.

Did You Know?

Healing Touch uses many techniques to help balance the human energy field to promote healing.

Other energy medicines like Reiki, therapeutic touch and qi gong are similar to Healing Touch in that they are also trying to balance the human energy system.

Healing Touch was developed in the 1980s by a nurse, Janet Mentgen, and is recognized by the American Holistic Nurses Association.

Goin' Bald: A Symbol of Support

Jonathan and Megan Stypa of Heim Middle School Goin' Bald for Bucks.

When a loved one loses his or her battle with cancer, we often seek ways to honor their life and help those who still struggle with cancer. Jonathan and Megan Stypa, ages 12 and 10, respectively, decided to go Bald for Bucks in honor of their Aunt Donna who passed in June 2012 after losing her battle to lung cancer.

The brother and sister duo not only decided to go bald, but also sought to raise $10,000 for the cutting-edge research and patient care programs at Roswell Park.

"We decided to go Bald for Bucks in memory of our aunt who was a patient at Roswell Park," said Megan. "This is how we're honoring our aunt while supporting other cancer patients."

Through their goal to help create a world without cancer, **Jonathan and Megan raised more than $10,100 for Roswell Park.** They also helped Heim Middle School raise more than $27,000 to support the 31,000 active patients who benefit from the funding.

Goin' Bald for Bucks serves as a visual reminder of support to those who had no choice in going bald, and brings a beacon of hope for a cure for cancer.

Learn how you can remember and support your loved ones at **GoinBaldforBucks.org.**

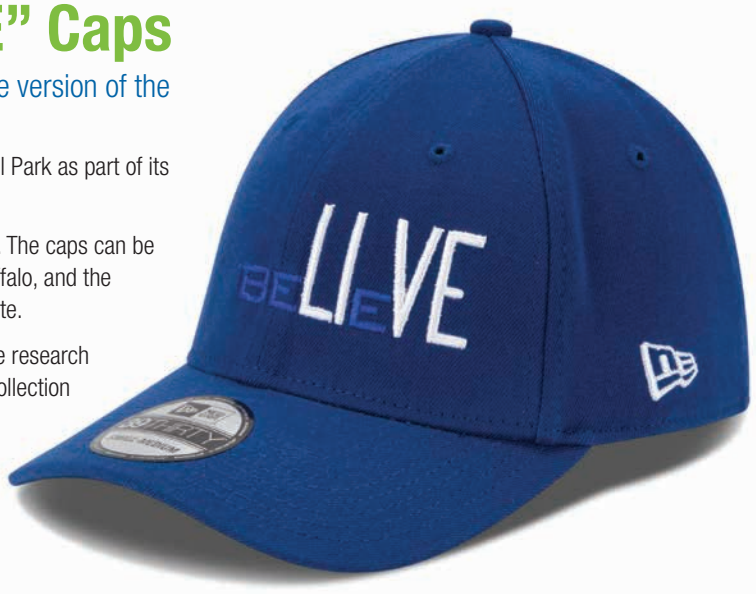
New Era "beLIeVE" Caps

Support Roswell Park in style with a blue version of the New Era "beLIeVE" cap!

New Era, an international lifestyle brand, created the "beLIeVE" cap for Roswell Park as part of its commitment to help raise awareness and funds to find a cancer cure.

The cap is available in a stretch fit 39THIRTY, knit, adjustable and kids version. The caps can be purchased at New Era's flagship store, located at 160 Delaware Avenue in Buffalo, and the Roswell Park Gift Shop. Select styles can be purchased on the New Era website.

Proceeds from the sale of the caps will be donated to support the cutting-edge research and patient care programs at Roswell Park. Learn more about the "beLIeVE" collection at **RoswellPark.org/Giving.**



Debbie's Story: Colonoscopies Save Lives

Debbie Byrnes, colorectal cancer survivor

James Byrne

After a few months of not feeling well, Debbie Byrnes decided it was time to see the doctor. Although the doctor thought Debbie might just need more fiber, she was six months away from her 50th birthday, and a colonoscopy was recommended.

What the test revealed would explain Debbie's pain – she was diagnosed with stage IV colorectal cancer.

"It's an out of body experience when you hear the words cancer," said Byrnes. "I had no family history of colon cancer. It was a complete shock."

Byrnes received treatment at Roswell Park Cancer Institute, and has been cancer free since January 2010.

Since her diagnosis, Byrnes' mission has been to spread the word about the preventative measures available to identify and treat colon cancer. But in March, recognized as colorectal cancer month, she was not advocating alone.

Byrnes' 13-year-old nephew, James Byrne, has been one of her biggest cheerleaders since her initial diagnosis.

Although James has Type 1 diabetes, he asked guests at his 10th birthday party to make donations to cancer research instead of bringing presents. When asked why he wanted the donations to go to cancer research and not diabetes, James replied that he can live with diabetes, but his Aunt Debbie can't live with cancer.

James collected pledges to shave his head in honor of his Aunt Debbie through Roswell Park's Goin' Bald for Bucks program. Proceeds from Goin' Bald for Bucks support cutting-edge research and patient care programs at Roswell Park.

"Without research, your loved ones may not be around," said James. "My aunt is one of the lucky ones, so we need to raise more awareness."

James shaved his head at West Seneca Middle School this past March.

Hear more about Byrnes' story and colorectal cancer screening at RoswellPark.org/CancerTalk.

Quick Facts About Colorectal Cancer from RPCI's Steven Nurkin, MD:

- Colonoscopies prevent cancer and save lives
- Everyone over 50 years of age should take a colonoscopy
- Colorectal cancer is the third most diagnosed cancer in the U.S.
- There is a 50 percent reduction of colorectal cancer if you do get screened

Paint Box Project for All Occasions

The Paint Box Project now offers a wide variety of products for your every event need, including birthdays, graduations, baby showers, anniversaries, weddings and more! All cards and merchandise are customizable, one-of-a-kind creations.

Each design created by Roswell Park pediatric patients and their families is available to purchase as invitations, save-the-dates, favors, napkins and more.

For each Paint Box Project item purchased, a portion of the product sales will support compassionate patient care programs at Roswell Park Cancer Institute.

To view the Paint Box Project lines, please visit www.paintboxproject.com and click on either "Wedding Line" or "Showers and Flowers." New this year, there is a free "Pick Up" option at checkout!

Running for a Cure with the Tops 5k/10k

TOPS 6th annual 5K RUN / FAMILY WALK

Tops Friendly Markets is once again teaming up with the Team Cure Challenge Program and Roswell Park on **Saturday, August 24, for its sixth annual 5k/10k run and family walk.**

This year's theme is Forever Hope, and registration is now open on their website **Tops5k.com**! Walkers and families are welcome to join.

In 2012, nearly 1,500 runners and walkers came together to raise $180,000 for the cutting-edge cancer research and patient care programs at Roswell Park with the Tops 5k/10k.

Chip In FOR Carly's Club®

Golfing for a Good Cause

Come out for a day of golf and support the pediatric cancer research and patient care programs at Roswell Park!

Chip In for Carly's Club is a 100-hole golf marathon that will take place at the Transit Valley Country Club on July 15. Registration is open, so reserve your spot today.

Learn more at ChipInforCarlysClub.org.

Help Find Cancer Cures and Save Lives

MAY 22ND

$1 from every cup of Iced Coffee sold will directly benefit Roswell Park Cancer Institute.*

ROSWELL PARK CANCER INSTITUTE

*Good at participating restaurants in the Western NY area only. Valid only on 5/22/2013.

The Ride For Roswell

PRESENTED BY WESTHERR NEW YORK

Ride For Roswell 2013

Registration for The Ride For Roswell 2013 is open, and routes are filling up quickly. Each route will be capped this year to ensure a safe and enjoyable ride, so don't delay – register today at RideForRoswell.org!

This year's Ride routes fall into three categories – Country Rides, River Rides and Family Rides – all on Saturday, June 22. There's also the Extra Mile Club Peloton Ride from Roswell Park to UB for 200 top fundraisers on Friday, June 21, as the kick-off to the Opening Ceremony.

Check out our "How-to Choose a Route" video for some tips that may help you get ready for Ride Day, located on The Ride For Roswell website (RideForRoswell.org) under "About The Ride" and "How-To Videos."

Register as a Virtual Rider!

Want to support The Ride without riding a bike? Register as a virtual rider! Just click "register" on The Ride website and select the option "virtual rider." Being a virtual rider and opting to pledge the $150 fundraising minimum will give you the same benefits as riders, including admission to The Ride Opening Ceremony.

Volunteer

Another great way to get involved with The Ride is through volunteering. Each year The Ride needs thousands of volunteers to help in many roles, including route guides, riding marshals and starting and finish line route directors. Register as a group, with a friend or family member and enjoy the weekend! Learn more about volunteering and sign-up under the "Volunteer Info" tab on The Ride website.

Opening Ceremony

Don't forget The Ride weekend kicks-off with the **Opening Ceremony on Friday, June 21, at the University at Buffalo football stadium.** More than 7,500 members of The Ride, Roswell Park and survivor communities will gather in the stands to watch an Olympics-style RPCI Department Procession, hear inspirational speakers, watch special video tributes and witness the arrival of the 200-strong Extra Mile Club Peloton after its 12-mile processional ride from Roswell Park Cancer Institute. The final act in this unforgettable evening is a live musical performance.

The Ride For Roswell is RPCI's largest fundraiser and has led thousands of riders to raise millions of dollars for research and patient care at Roswell Park Cancer Institute since its inception in 1996. Be a part of Western New York's "most moving" fundraising event!

Spots are selling out, so register today!

RideForRoswell.org

ROSWELL PARK CANCER INSTITUTE
Alliance Foundation

Elm & Carlton Streets
Buffalo, NY 14263
716-845-4444
www.RoswellPark.org/Giving

Get Involved!

Event Dates

June 21
The Ride For Roswell Opening Ceremony

June 22
The Ride For Roswell

July 15
Chip In for Carly's Club

August 9
Summer Splash for Carly's Club

August 11
Carly's Crossing

August 24
Tops 5k/10k

(continued from cover)

"Management of cancer is best provided in facilities where hospital inpatient beds and outpatient facilities are in close proximity. The relocation of the children's hospital to the medical campus provides the opportunity to pull together what have been two physically separate outpatient and inpatient units into a single, expanded service comprehensive facility to serve the needs of children of all ages with blood diseases and cancer," said Donald L. Trump, MD, FACP, President and CEO of Roswell Park Cancer Institute. "There are many advantages associated with the development of a single pediatric cancer center."

This collaboration and partnership will enable immediate access to the Oishei Children's Hospital Pediatric ICU, operating rooms, diagnostic services and comprehensive pediatric specialty services; RPCI will be able to offer BMT/high dose therapy services to the youngest patients, including infants and toddlers.

Additionally, children who have unique and serious blood disorders, like hemophilia and sickle cell anemia, will continue to benefit from the RPCI and WCHOB specialists who treat hematologic disorders.

"Eli received the same clinical care he would have received had we travelled outside Buffalo, and his care was delivered with warmth, sensitivity and optimism," said Scott. "Seeing the excellent level of care my grandson received inspired our family to get behind the building of the Comprehensive Pediatric Hematology and Oncology Center."

The Friedmans, Roswell Park and WCHOB expect that this new hospital will transform an excellent Pediatric Hematology-Oncology Program into a truly world-class center that will become a reality only through the generosity of our community.

Improving Services for Children

- No longer will our littlest pediatric patients (from infants to 4 year olds) who require blood or marrow transplantation need to travel outside of our community or out-of- state for that specialized care. The new center will allow Roswell Park to expand these services to these youngest patients.
- No longer will children who require special procedures need to travel between two separate facilities – WCHOB and RPCI.
- No longer will children requiring intensive care or emergency surgery need to travel from one hospital to another; they will now be an elevator ride away.
- No longer will medical records for children in active treatment over many years reside at two facilities.
- And, no longer will physicians serving pediatric cancer patients traveling between the two facilities, allowing them to serve patients more efficiently.