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**THE WELLNESS COMMUNITY OF GREATER ST. LOUIS JOINS
NATIONAL STAND UP TO CANCER CAMPAIGN
WITH CHARLES GIBSON, KATIE COURIC, AND BRIAN WILLIAMS**

Unprecedented collaboration among major television networks and national cancer organizations supports cancer research, funding

(ST. LOUIS, MO) – On September 5, 2008 The Wellness Community, the nation’s leader in providing empowering support and educational programs for people with cancer and their loved ones, will join television networks ABC, CBS and NBC along with numerous cancer advocacy and support groups in an unprecedented initiative to raise philanthropic dollars to accelerate groundbreaking cancer research. All three networks will donate one hour of simultaneous commercial-free primetime for a nationally televised fundraising campaign, titled *Stand Up To Cancer*, to air on September 5, 2008 (7p.m. CST) in a nationwide effort to fight cancer.

“This is an exciting opportunity for us to be involved in such a collaborative effort that truly raises the bar for cancer research and funding,” stated Laura Rossmann, Executive Director. “While the need for advanced, effective medical treatment is widely recognized, cancer patients and their loved ones still face a growing need for support and assistance with psychosocial services, which are the free programs offered by The Wellness Community at its more than 100 locations worldwide and online at www.thewellnesscommunity.org.” The Wellness Community of Greater St. Louis has participants who are available to be interviewed about their journey with cancer.

According to a report released by the Institute of Medicine (IOM) in November 2007, while cancer care today often provides state-of-the-science biomedical treatment, it generally fails to address the very real psychological and social problems associated with the illness, such as depression and unwanted aloneness.

“The Wellness Community is proud to join the *Stand Up To Cancer* campaign in collaboration with many of our partner organizations nationwide to offer a renewed, united sense of hope for cancer patients, and we are pleased to be listed on the *Stand Up To Cancer* website as a resource for people affected by cancer,” said Kim Thiboldeaux, president and CEO of The Wellness Community. “We believe the innovative teamwork model that has been established for cancer research with this campaign is promising, and while the search for a cure continues, The Wellness Community will continue to provide education, support and hope to people with cancer and their loved ones through free services like support groups, nutrition classes and yoga.”

The Wellness Community is an international non-profit organization dedicated to providing

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support, education and hope to people with cancer and their loved ones. Through participation in professionally-led support groups, educational workshops, nutrition and exercise programs, and stress-reduction classes, The Wellness Community aims to empower people affected by cancer to take an active role in their treatment or care giving. These services are offered free of charge at over 100 'communities' or support groups worldwide.

Stand Up To Cancer's innovative approach to research is designed to eliminate barriers that have traditionally inhibited creativity and collaboration by enabling the best and brightest investigators from leading institutions across the country and internationally to work together. These collaborative "Dream Teams" will pursue the most promising research, accelerating the discovery of new therapies for cancer patients and advancing efforts in cancer prevention research. The American Association for Cancer Research (AACR) will conduct expert scientific review of the research projects and administer funds raised through the initiative under the direction of a Scientific Advisory Committee. *Stand Up To Cancer* monies will also be used for some high-risk, high-impact cancer research proposals, which are often not supported by conventional funding sources.

The *Stand Up To Cancer* special will feature live performances by legendary recording artists and showcase several cancer reports presented by Charles Gibson, evening news anchor for ABC, Katie Couric, evening news anchor for CBS and Brian Williams, evening news anchor for NBC along with others from the film and television industries. The special is intended to entertain, educate and inspire viewers and will feature news segments on potentially life-saving cancer research initiatives, cancer screening tests and interviews with scientists and patients.

In addition to the nationally televised network fundraising event, another key element of the campaign is standup2cancer.org, the official web site, which features The Constellation, where users can launch a star in honor of anyone who has received a cancer diagnosis for a one-dollar donation; The Stand, an interactive Facebook application; SUTV, which features video segments rich in scientific and research information; and SU2C Magazine, offering seven sections of diverse content written by leading voices in many fields of cancer.

ABOUT THE WELLNESS COMMUNITY OF GREATER ST. LOUIS

The Wellness Community of Greater St. Louis is part of a national non-profit organization that provides support, education, and hope to people with cancer and their loved ones. Through participation in professionally led support groups, educational workshops and mind/body classes, people affected by cancer learn vital skills that enable them to regain control, reduce isolation and restore hope regardless of their stage of disease. Most importantly, The Wellness Community provides a home-like setting for people fighting cancer to connect with and learn from each other. At The Wellness Community, all programs are free of charge.

ABOUT STAND UP TO CANCER

Stand Up To Cancer (SU2C) is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways. *Stand Up To Cancer* is bringing industry resources – people, as well as mediums such as television and the web – to bear in the fight against cancer as never before. For more information, please visit www.standup2cancer.org.

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