



MORE THAN USD \$109 MILLION PLEDGED SO FAR IN U.S. AND CANADA IN CONNECTION WITH SEPT 5 STAND UP TO CANCER FUNDRAISING SPECIAL

Entertainment Industry, Corporate and Organizational Donors, Philanthropists, Health Charities, Government Entities, Volunteer Teams and the General Public Come Together to Fight Cancer

Plans for Dream Teams on Ovarian and Lung Cancers Announced During Telecast

Stand Up To Cancer Telecast is Available Online at <https://screen.yahoo.com/live/event/su2c> and <http://www.hulu.com/live>

Donations can be made online at www.su2c.org and at 1-888-90-STAND (78263) in US

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LOS ANGELES – September 7, 2014 – More than USD \$109 million has been pledged so far in connection with the star-studded September 5 Stand Up To Cancer (SU2C) “roadblock” fundraising telecasts in the US and Canada, it was announced today. The funds pledged toward the SU2C scientific model will be directed to collaborative research utilizing SU2C's scientific oversight in both the United States and Canada.

“We are enormously grateful to all of our donors and collaborators – from the individual television viewer to large organizations, both in the U.S. and Canada – whose contributions made the telecast a huge success,” said Lisa Paulsen, chief executive officer of the Entertainment Industry Foundation (EIF), the 501(c)(3) non-profit organization of which SU2C is a part, and one of the co-founders of SU2C. “All this support, as well as the entertainment community’s – both the stars who volunteered their talents and broadcast and cable networks donating air time – means so much to cancer patients who can benefit from SU2C’s research.”

In the U.S., SU2C is still gratefully accepting donations at www.su2c.org and at 1-888-90-STAND (78263). The telecast is available at <https://screen.yahoo.com/live/event/su2c> and <http://www.hulu.com/live>.

As in 2012, the broadcast was executive produced by **Gwyneth Paltrow** and **Joel Gallen** of **Tenth Planet Productions** in collaboration with SU2C’s production team.

Executive Producer Gwyneth Paltrow, who lost her father Bruce to cancer 12 years ago, said, “The fight against this insidious disease is very personal for me, as it is for so many of us. One in two men and one in three women in the United States will be diagnosed with cancer in their lifetimes, but when we all stand together, we can change the odds. When we all stand together, cancer doesn’t stand a chance. That sense of community is what the telecast is all about.”

ABC, CBS, FOX and NBC, along with **ABC Family, American Forces Network, AXS TV, Bravo, Cooking Channel, DIRECTV, Discovery Fit & Health, E!, Encore, Encore Espanol, EPIX, ESPNEWS, FOX Sports 2, FXM, HBO, HBO Latino, ION Television, LMN, Logo TV, MLB Network, National Geographic Channel, Oxygen, Palladia, Pivot, SHOWTIME, Smithsonian Channel, Starz, TNT** and **VH1** donated one hour of simultaneous commercial-free primetime for the nationally televised fundraising special on Friday, September 5, broadcast live from the Dolby Theatre in Los Angeles. The show also streamed live on both Hulu and Yahoo, and is still available on each.

For the first time, there was a Canada-inclusive co-broadcast of the telecast, which aired simultaneously on all four major English-language Canadian networks: CBC, City, CTV and Global, along with Canadian services AMI, CHCH, CHEK, Fight Network, Gusto TV, Hollywood Suite and TLN.

In addition to Paltrow, Kareem Abdul-Jabbar, Camila Alves, Jennifer Aniston, Kevin Bacon, Justin Bartha, Halle Berry, Jordana Brewster, Pierce Brosnan, Steve Carell, Dane Cook, Bradley Cooper, Katie Couric, Brittany Daniel, Amanda de Cadenet, Giada De Laurentiis, Zooey Deschanel, Robert Downey, Jr., Ben Falcone, Jesse Tyler Ferguson, Will Ferrell, Josh Gad, Tony Goldwyn, Topher Grace, Dave Grohl, Kathryn Hahn, Tony Hale, Jon Hamm, Angie Harmon, Mark Harmon, Neil Patrick Harris, Marg Helgenberger, Anna Kendrick, Rob Lowe, Joe Manganiello, Danny McBride, Melissa McCarthy, Matthew McConaughey, Maria Menounos, Mike Meyers, Olivia Munn, Matt Passmore, Italia Ricci, Rob Riggle, Mira Sorvino, Hailee Steinfeld, Ben Stiller, Emma Stone, Eric Stonestreet, Alison Sweeney, Justin Theroux, Bree Turner, Sofia Vergara, Charlie Wilson, Reese Witherspoon, and Ethan Zohn participated in the telecast, as did MLB players Jose Bautista, Miguel Cabrera, Paul Goldschmidt, Derek Jeter, Adam Jones, Jon Lester, Giancarlo Stanton and Mike Trout. The Who; the Dave Matthews Band; Ariana Grande; and Lupe Fiasco with Jennifer Hudson and Common delivered one-of-a-kind musical performances.

Yahoo News Global Anchor Katie Couric, who is a Stand Up To Cancer Co-Founder, hosted an On-Stage Digital Lounge, where participating actors and personalities stood the notion of the the traditional ‘phone bank’ on its head via “We’re Calling You,” reaching out to supporters via social media and by making phone calls.

The show helps fund SU2C’s groundbreaking approach to translational research, accelerating the delivery of new therapies to patients by getting them from the “bench to the bedside” as quickly as possible. SU2C brings together scientists from different disciplines across various institutions to work collaboratively, rather than competitively. In the US, 100 percent of the donations received from the general public go directly to collaborative cancer research programs. All funds received from the Canadian general public during the broadcast will be directed towards the creation of collaborative research teams, as well as education and awareness programs conducted in Canada.

“It’s a privilege to work with so many great names from the entertainment community to rally the public around this cause,” said Gallen, who directed the show in addition to serving as executive producer. “But our goal was to remind everyone who the real stars of this movement are: the brilliant scientists finding new ways to combat this disease, and the brave patients contending with it every day.”

Pierce Brosnan, who lost both his first wife and his daughter to ovarian cancer, announced during the show that SU2C will work with ovarian cancer organizations to launch a “Dream Team” dedicated to developing new therapeutic interventions for what he called “this wretched disease,” which is expected to take the lives of over 14,000 women in the United States this year.

Partnering with SU2C are the Ovarian Cancer Research Fund (OCRF), Ovarian Cancer National Alliance (OCNA), and National Ovarian Cancer Coalition (NOCC).

“Ovarian cancer is the fifth-leading cause of death from cancer among women,” said Sherry Lansing, a member of the SU2C Council of Founders and Advisors (CFA) and founder of the Sherry Lansing Foundation. “More research is urgently needed to find new ways to detect and treat it, and we are proud to collaborate with OCRF, OCNA and NOCC to address that need.”

Later this month, SU2C will issue a “call for ideas” for the SU2C-OCRF-OCNA-NOCC Ovarian Cancer Translational Research Dream Team grant, which will offer up to \$6 million in research funding over a three-year period.

Also, SU2C will work with the American Cancer Society (ACS) to launch a new research initiative on lung cancer. The call for ideas to the scientific community for the lung cancer Dream Team will be issued later this month.

The broadcast included inspiring stories of people living with cancer who have directly benefited from the type of groundbreaking, translational research that is encouraged and supported by SU2C.

When she was diagnosed with stage III ovarian cancer, gallery owner Beverly Reynolds discovered her cancer was resistant to the standard chemotherapy treatment. Reynolds subsequently enrolled in a clinical trial conducted by members of the SU2C PI3K Dream Team. After just eight weeks on the clinical trial, Reynolds showed a dramatic response to the treatment.

“Her participation on this trial has allowed us to reverse the growth of the cancer, so now it’s shrinking. And that’s translated into her feeling better and being able to do things she would not have been able to do had she not been on this trial,” said Dr. Ursula Matulonis, M.D., Medical Director of Gynecologic Oncology at Dana-Farber Cancer Institute and one of the doctors on the PI3K Dream Team.

Nine year-old Emily Whitehead was the first pediatric patient ever to receive an experimental immunotherapy for acute lymphoblastic leukemia (ALL), after she relapsed a second time following standard chemotherapy. The new treatment involved extracting T-cells from Emily’s blood, reengineering them specifically to attack her cancer, and reinfusing them into her body.

In just a few weeks, Emily showed a complete response to the therapy, and remains cancer-free today.

Ninety percent of the childhood cancer patients who have received the same immunotherapy as Emily showed a complete response like her. One of the goals of the SU2C-St. Baldrick's Foundation Pediatric Dream Team is to understand why the other ten percent of patients do not respond to the therapy, and if anything can be done to make it effective for them.

Don Konantz of Vancouver, British Columbia, has been living with prostate cancer since 2013. His optimism about the rapid development of new treatment options for his disease motivated him to enter triathlon events, including an upcoming 'Ironman' triathlon. Despite feeling he "had no business" taking on such grueling physical challenges, "I started," he said. "And it felt great."

"It's so moving to see the stories of people who are living full, healthy lives after a cancer diagnosis, often because of new advances in treatment," said SU2C Co-founder Katie Couric. "We're so grateful to each and every person who's helping us accelerate the pace of research advances and support the scientists dedicated to making these kinds of stories the rule, rather than the exception."

"We were thrilled with the way our celebrity ambassadors were able to connect with supporters through the on-stage digital lounge and We're Calling You campaign," said SU2C CFA member Pam Williams, "and it continues to keep people engaged. In just a 24-hour period, the fun thank you video Katie Couric and Rob Riggle sent to a supporter via the Facebook Mentions Cube during the show was viewed more than 130,000 times!"

Both #SU2C and #StandUpToCancer trended on Twitter throughout the U.S. and Canada during the broadcast.

"The response from the public and their continued generosity has been extraordinary," said SU2C CFA member Sue Schwartz. "With donations of every level still coming in, Americans and Canadians from every walk of life are ensuring that Dream Teams will be able to continue moving the most promising science from the 'bench to the bedside' as quickly as possible."

"One of our core mantras is that each and every one of us can make a difference in the effort to stop cancer, from individuals to foundations, philanthropists, and corporations," said SU2C CFA member Rusty Robertson. "In addition to all the individuals who donated, we are profoundly grateful to all of the major donors who are committed to benefiting patients by supporting SU2C's research."

"Our program honored all those we've lost to cancer, emboldened those brave survivors among us to continue fighting, and showcased SU2C's remarkable progress through the prism of patients who have benefitted from research. The results are tangible, and the potential for breakthroughs in the coming years is very exciting," said SU2C CFA member Ellen Ziffren.

Every day, cancer kills 1,600 Americans – one person every minute. In 2014, more than 585,000 Americans and almost 8 million people worldwide will die of some form of cancer. SU2C was founded on the belief that we are at a pivotal juncture with the potential for transformative

progress in cancer research because of two trends: breakthroughs made in our understanding of the basic science of cancer, and technological advances that enable us to translate them into new treatments. Today's cancer researchers need additional funding to fulfill the promise of life-saving discoveries, and Stand Up To Cancer engages the public to support their work.

Since 2008, SU2C has funded 12 “Dream Teams” of researchers and two translational research teams, as well as 26 young innovative scientists whose high-risk, potentially high-reward projects are aimed at ending cancer’s reign as a leading cause of death worldwide.

A distinctive feature of SU2C’s research model is its mandate for collaboration, which plays an integral role in advancing cancer research. To date, Stand Up To Cancer has brought together more than 800 of the best and the brightest research scientists from 112 institutions in six countries to work together in order to save lives now. SU2C-funded researchers have planned, launched or completed more than 140 clinical trials involving more than 5,700 patients.

Researchers supported by SU2C are investigating a wide variety of new approaches to various malignancies, including cancers of the breast, ovary, endometrium, lung, prostate, pancreas, and colon; metastatic melanoma; childhood cancers including leukemia and lymphoma; and cancers resulting from human papillomavirus (HPV) infection, among other forms of cancer.

Work by SU2C-supported researchers has led to approval by the U.S. Food and Drug Administration (FDA) of a new combination treatment for pancreatic cancer, as well as FDA “breakthrough therapy” designation—intended to expedite development of especially promising medicines—for a new breast cancer drug.

The American Association for Cancer Research (AACR), the world’s largest professional organization dedicated to advancing cancer research and its mission to prevent and cure cancer, is the Scientific Partner of Stand Up To Cancer. The AACR is responsible for the scientific review, grants administration, and scientific oversight of SU2C research projects in conjunction with the SU2C Scientific Advisory Committee, led by Nobel Laureate Phillip A. Sharp, Ph.D., institute professor at the Massachusetts Institute of Technology (MIT) and David H. Koch Institute for Integrative Cancer Research. The SU2C funding model has fostered collaboration and innovation, and the unprecedented sharing of ideas and pooling of resources across institutions. Dr. Sharp calls SU2C’s revolutionary approach “the best dollar spent on cancer research in the country.”

For more detailed information about the Dream Teams, individual Innovative Research Grants and other Stand Up To Cancer activities, www.standup2cancer.org fosters an online community for everyone affected by cancer, with various ways for people to share opinions and support, view video updates, contribute, and learn of ongoing initiatives and progress in the fight against the disease.

“It is incredibly gratifying that donors of all types continue to embrace SU2C’s model of ‘translational’ research, which is entirely focused on how the collaboration among our investigators can best benefit patients,” said Sung Poblete, Ph.D., R.N., President of SU2C. “We’re profoundly grateful for that support, and proud of the meaningful advances our Dream Teams have made because of it.”

SU2C social media also provides a variety of opportunities to interact with SU2C, support those in the fight, and contribute to SU2C's efforts. Social channels include a thriving SU2C Facebook community of well over a million fans, SU2C's YouTube channel with 500 videos, Twitter, Google+, Pinterest, Crowdrise, and many more. Viewers can begin standing up to cancer now by becoming a fan of SU2C on [Facebook](#), by following SU2C on Twitter [@SU2C](#), by subscribing to SU2C's [YouTube channel](#) or by following SU2C on [Google+](#).

Facebook, as SU2C's primary social media partner, and an array of digital and social media platforms – ranging from Shazam, reddit, Nerdist, Instagram, Twitter, Tumblr, Yahoo, Hulu, AOL, and Huffington Post – also supported the 2014 Stand Up To Cancer telecast.

As SU2C's founding donor, Major League Baseball has provided both financial support and countless opportunities to build the Stand Up To Cancer grassroots movement by encouraging fans all over the country to get involved. In addition to MLB, SU2C's "Visionary" donors include Cancer Treatment Centers of America, MasterCard, and The Sidney Kimmel Foundation for Cancer Research.

About the Stand Up To Cancer Initiative

Stand Up To Cancer (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C, a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, was established in 2008 by film and media leaders who utilize the industry's resources to engage the public in supporting a new, collaborative model of cancer research, and to increase awareness about cancer prevention as well as progress being made in the fight against the disease.

Current members of the SU2C Council of Founders and Advisors (CFA) include Katie Couric, Sherry Lansing, Lisa Paulsen, Rusty Robertson, Sue Schwartz, Pamela Oas Williams, Ellen Ziffren, and Kathleen Lobb. The late co-founder Laura Ziskin executive produced both the Sept. 5, 2008, and Sept. 10, 2010, broadcasts. Lisa Paulsen and Pam Williams were executive producers, and the other CFA members were co-producers, of the 2014 telecast. SU2C was formally launched on May 27, 2008. Sung Poblete, Ph.D., R.N., has served as SU2C's president since 2011.

In addition to "Visionary" donors Major League Baseball, Cancer Treatment Centers of America, MasterCard, and The Sidney Kimmel Foundation for Cancer Research, other major donors and collaborators that are currently engaged with SU2C include Genentech, Prostate Cancer Foundation, American Cancer Society, The Safeway Foundation, Bristol-Myers Squibb, CVS Health, KWF (The Dutch Cancer Society), St. Baldrick's Foundation, The Lustgarten Foundation, Cancer Research UK, Sean Parker Foundation, Fox Family Foundation, Fifth Third Bank, Melanoma Research Alliance, Cancer Research Institute, Room Key, Ovarian Cancer Research Fund, Ovarian Cancer National Alliance, National Ovarian Cancer Coalition, Laura Ziskin Family Trust, Farrah Fawcett Foundation, Siemens, HPV and Anal Cancer Foundation, and The V Foundation for Cancer Research.

Organizations collaborating with the SU2C Canada initiative include the Canadian Breast Cancer Foundation, with support from The Canadian Imperial Bank of Commerce (CIBC); the Canadian Cancer Society; the Cancer Stem Cell Consortium, with funding from Genome Canada and the Canadian Institutes of Health Research; the Ontario Institute for Cancer Research; and The

Hospital for Sick Children (SickKids). MasterCard and AstraZeneca Canada are the first Canadian corporate supporters of SU2C Canada.

In addition to ABC, CBS, FOX and NBC and numerous cable networks, other significant SU2C supporters include AOL, Bonnier Corporation, Condé Nast Media Group, Hearst Corporation, iTunes, Martha Stewart Living Omnimedia, Meredith Corporation, Rodale, and Time Inc.

For more information, visit standup2cancer.org.

About the Entertainment Industry Foundation

Stand Up To Cancer is a program of the Entertainment Industry Foundation (EIF), the 501(c)(3) not-for-profit organization that serves as the collective philanthropy for the television and film businesses. EIF has distributed hundreds of millions of dollars to support programs addressing critical health, education and social issues. For more information, visit www.eifoundation.org.

About the American Association for Cancer Research

Founded in 1907, the American Association for Cancer Research (AACR) is the world's first and largest professional organization dedicated to advancing cancer research and its mission to prevent and cure cancer. AACR's membership includes 34,000 laboratory, translational and clinical researchers; population scientists; other health care professionals; and cancer advocates residing in more than 90 countries. The AACR marshals the full spectrum of expertise of the cancer community to accelerate progress in the prevention, biology, diagnosis and treatment of cancer. As the Scientific Partner of Stand Up To Cancer, the AACR provides expert peer review, grants administration and scientific oversight of individual and team science grants in cancer research that have the potential for near-term patient benefit. For more information about the AACR, visit www.AACR.org.

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