THE MARCH

Coming Together To Conquer Cancer
September 25 & 26
Washington, D.C.

“Only a national, grassroots manifestation of strong support will ensure that we can accelerate progress against this disease. Please join...The March.”

Webster K. Cavenee, Ph.D.
President, AACR

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Soon all of us will have the opportunity to participate in an exciting and historic event that will advance the war on cancer. On September 25 and 26, 1998, THE MARCH...Coming Together To Conquer CancerSM (hereafter, "THE MARCH") will take place in Washington, DC, and in virtually every city and state across America.

Why THE MARCH and why now? This national advocacy movement was launched by cancer survivors and advocates all over the United States to stress to our legislators that cancer must become the Nation's No. 1 research and health care priority and that their passion, impatience, and outrage will persist until cancer is conquered. The presenting Sponsor of THE MARCH is Mr. Sidney Kimmel; Dr. Richard N. Atkins serves as Chairman of the Board of THE MARCH and Ms. Ellen L. Stovall as President.

THE MARCH will focus attention on the enormous national human and economic cost of cancer and the devastating impact of this disease on virtually every American. It emphasizes our strong conviction that cancer can only be cured and prevented through a unified national effort. THE MARCH calls upon all those whose lives have been touched by cancer to unite and let the Administration and the Congress know that we will no longer tolerate the grossly inadequate national resources and attention being dedicated to the current cancer burden and to the looming cancer crisis ahead resulting from the aging population.

THE MARCH asks cancer patients, cancer survivors and advocates, laboratory and clinical scientists, cancer center directors, health care providers and caregivers, labor leaders, educators, indeed all members of the public, to send a clear message to Congress that giving only 1 cent to cancer research out of every 10 dollars of federal taxes collected is simply not acceptable. At a time when 1 out of every 3 Americans will be diagnosed with cancer in their lifetime, and 1 out of every 5 Americans will die from this disease, sufficient funds must be allocated now to: support an aggressive and comprehensive cancer research agenda; make quality cancer care available to all Americans; increase support for research on the disproportionate incidence of cancer in minorities and the medically underserved; and develop more and better cancer education and prevention programs.

The culminating event of THE MARCH will be a Rally on The National Mall in Washington, DC, on September 26, 1998. There are many extraordinary events leading up to the Rally. These include a Candlelight Vigil on Friday evening, September 25, at the Lincoln Memorial in remembrance of the 560,000 lives that are lost to cancer in the United States alone each year and to celebrate the lives of cancer survivors. Specific names of individuals lost to cancer will be scrolled throughout the ceremony in tribute – and as a reminder to us all that we must redouble our research efforts.

Throughout the day on September 26 in Washington, DC, cancer education displays and other activities will be held on The Mall. There will be a large number of exhibits sponsored by cancer organizations, including the American Association for Cancer Research (AACR), which will offer information about all aspects of cancer and cancer research to the visiting public.

* The cover graphic was kindly provided by THE MARCH National Headquarters.

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