



Cancer Research

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THE MARCH

Coming Together To Conquer Cancer

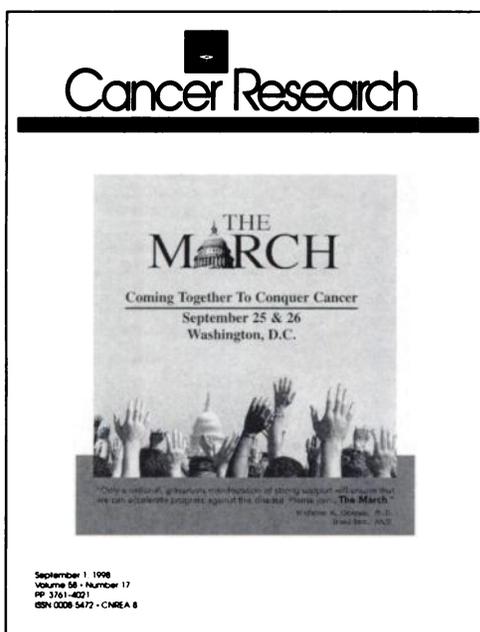
September 25 & 26
Washington, D.C.



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

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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 Cancer*SM (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 the Chairman of the Board of THE MARCH and Ms. Ellen L. Stovall as its 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.

On the morning of September 26, an important public education event will be held by the AACR. There will be an AACR Public Forum to describe the current progress in cancer research that unites us in the firm belief that through research we will conquer cancer. This session for the public will also be a rallying point and will serve as a reminder that future progress in basic and clinical research requires that we substantially increase federal funding for cancer research now.

Corresponding Vigils and Rallies are also being planned in locales throughout the country. Most major cancer centers and other cancer institutions and organizations are holding local events that will bring cancer researchers and physicians in their areas together with survivors and their families in a show of unequivocal support for the goals of THE MARCH. Other important activities include a coast-to-coast bicycle ride headed by San Diego breast cancer survivor, Dani Grady, who is stopping at many of the major cancer centers on a trip across the country that began in July and will end at The Mall on September 26. Tens of thousands of committed individuals and over 2,000 national, state, and local medical, professional, advocacy, business, labor, and civic organizations have endorsed THE MARCH, and many are sending large delegations to Washington, DC. The work and the resources of each person and organization have contributed to the momentum of this national display of solidarity for increased support for cancer research and access to quality cancer care for all Americans.

The AACR has proudly pledged its strong support for THE MARCH and its vision, and it has been actively involved in raising awareness about the event among members of the cancer community and the public. To maximize coordination and awareness of national and related local events, the AACR has been pleased to collaborate with the Association of American Cancer Institutes (AACI) and its President and AACR member, Dr. Max S. Wicha. The AACR/AACI Steering Committee, comprised of Dr. Anna D. Barker, Chairperson, Dr. William T. Beck, Dr. Donald S. Coffey, Ms. Donna Doneski, Dr. Margaret Foti, Ms. Jenny Anne Horst-Martz, Ms. Suzanne Mahler, Dr. Edwin A. Mirand, Dr. Max S. Wicha, Ms. Laurie Young, and myself, has been very effective in successfully maintaining communication about THE MARCH across the various sectors of the cancer community.

One of the most important initiatives of THE MARCH pertaining to AACR's mission of fostering cancer research has been THE MARCH Research Task Force. This Task Force was spearheaded by Dr. Ellen V. Sigal, who has served as Co-Chairperson along with Dr. Anna D. Barker. Dr. Barker, who also serves as Chairperson of the AACR's Public Education Committee, has brought her unique scientific background and leadership skills to this project. Over 180 of the Nation's leading cancer researchers and clinicians, cancer survivors, and advocates are members of this Research Task Force which, after many months of deliberations, has developed a set of recommendations to the Administration, Congress, and the public on key initiatives to realize unprecedented opportunities for progress, to remove any barriers to progress against cancer, and to expedite our success against this disease. The following individuals have served as Chairpersons of subcommittees of the Research Task Force: Dr. Stephen B. Baylin, Dr. Philip S. Schein, Dr. Marc E. Lippman, Dr. Robert W. Day, Dr. Joseph V. Simone, Dr. Allen S. Lichter, Dr. John D. Potter, Dr. David S. Alberts, Dr. Ellen R. Gritz, Dr. Thomas Burish, Dr. John R. Durant, Dr. Robert Bell, Mr. Michael Milken, and myself. Along with the members of their subcommittees, these recognized experts in cancer research have now completed a summary report of their recommendations which, when released to the Nation this month, will provide details on the extraordinary opportunities and initiatives that justify significantly increasing our national investment in cancer research – NOW. These recommendations, while being fully supportive of the National Cancer Institute's Bypass Budget, reach beyond the Bypass Budget to capture an overall estimate of the research and the resources that would be required to fully wage a "real war" to accelerate progress against cancer.

I encourage all AACR members and nonmembers alike to participate in THE MARCH. It is essential that we in the cancer research community get involved and show our unqualified support for this unprecedented grassroots effort which has the potential of changing the face of cancer research and the way this Nation deals with the cancer problem in the future. This national manifestation of strong support comes at a time when we all believe that, if we act now, we can expedite advances against this disease.

Mark your calendars, and either come to Washington, DC, for September 25 and 26, or attend the events at your local cancer center or other rallying point in your community. For more information about THE MARCH and MARCH-related activities, contact THE MARCH headquarters at 1-877-THE-MARCH, or visit the Website at www.themarch.org. You may also contact the AACR office at 215-440-9300 (phone); 215-440-9372 (fax); schmidt@aacr.org (E-mail).

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