

CityNews

A QUARTERLY PUBLICATION OF CITY OF HOPE

Infinitesimal images of
potentially deadly
cells are often
beautiful to behold

beauty
IN THE
BEAST

Leadership Messages



BEHIND THE SCENES

At City of Hope, there are many compassionate professionals who strive every day to cure and comfort cancer patients. But there is another critically important aspect of City of Hope's work that takes place behind the scenes.

In laboratories and offices, hundreds of people work for the benefit of patients without meeting them face to face. These are geneticists and molecular biologists, physicists and pathologists. While they operate outside of the knowledge of the general public, their work has a significant impact on treatment.

I recently had the chance to meet a relative newcomer to City of Hope, Professor Linda Malkas. Although she does not directly participate in delivering therapies, her investigations already have unlocked some mysteries of how cancer works.

She told me something surprising: On average, our bodies make eight cancer cells each day. Our immune system normally recognizes these cells and destroys them. Professor Malkas focuses her work on understanding what goes wrong when cancer thrives. She has identified a unique change that happens when cells make faulty, cancerous copies of themselves, and a potential way to use this knowledge to battle breast cancer.

She is immensely excited to be at City of Hope and believes that the resources and research partners at City of Hope will help to quickly translate her scientific insights into future treatments that will benefit patients in our clinics and beyond.

Even though our research scientists like Professor Malkas may work out of the spotlight, their efforts have an outsized effect on advancing patient care. And when you support City of Hope, you make their work possible. You have my deepest gratitude for your contribution.

Sheri Biller

Chair, Board of Directors
City of Hope



2011: A YEAR OF MILESTONES

At City of Hope, we enjoy the chance to reflect on and celebrate the milestones of our progress against disease. Recently, we noted our role in the tremendous gains made in the 40 years since the passage of the National Cancer Act; in the last two decades, U.S. cancer deaths dropped 22 percent among men and 14 percent among women.

We marked another highly visible achievement: City of Hope reached its highest-ever ranking in *U.S. News & World Report's* list of top cancer hospitals — recognition of our excellent care.

The year yielded other high points. One was our 10,000th bone marrow transplant. Over the past 35 years, City of Hope hematologists have advanced this treatment for cancers and other serious diseases of the blood and lymphatic system. Our urologic surgeons also have performed our 5,000th robotic prostatectomy, a strategy for fighting prostate cancer that allows for shorter hospital stays and faster healing.

Our excellence in patient care is matched by the impact of our research. In 2011, our scientists continued to garner key grants from major funding agencies despite difficult financial times. This testifies to the caliber of science under way in our labs and clinics.

We continue to see our researchers touch patients' lives. One of our physicians, for example, was instrumental to the accelerated approval of a new drug for relapsed Hodgkin lymphoma — bringing new hope to patients with few options. And our prevention researchers have made important advances in knowledge about cancer risk and how to lower it.

City of Hope's efforts depend on our entire community, so our milestones belong to all of us. Your support makes a difference in our mission to save lives around the world.

Michael A. Friedman, M.D.

President and Chief Executive Officer
Director, Comprehensive Cancer Center
Irell & Manella Cancer Center Director's Distinguished Chair



City of Hope, an innovative biomedical research, treatment and educational institution, is dedicated to the prevention and cure of cancer and other life-threatening diseases, guided by a compassionate patient-centered philosophy, and supported by a national foundation of humanitarian philanthropy.

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Publications Manager
ALICIA DI RADO

Editor
CAROL A. CHAPLIN

Design
KATHY YOSHIHARA DESIGN

Printing
COLORGRAPHICS

Writers
ROYA ALT
CAROL A. CHAPLIN
ALICIA DI RADO
MICHELE DI VETERANO
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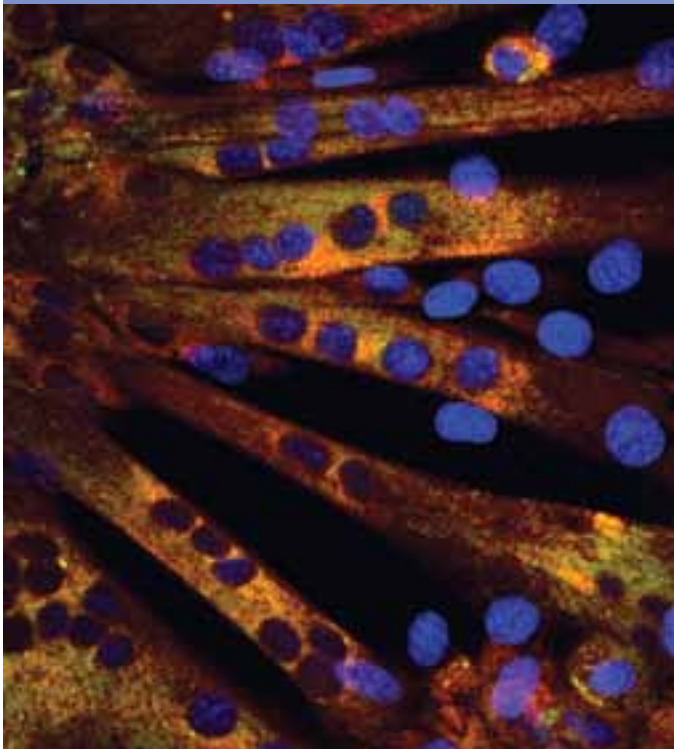


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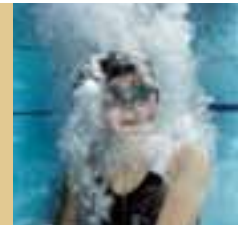
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She doesn't need
your sympathy,
she needs your blood.



City of Hope Blood Donor Center

City of Hope needs your blood to save lives. By becoming a donor, you'll be helping cancer patients who are going through the most challenging health crisis of their lives. A little of your time could mean a lifetime for another.

For an appointment, call 626-471-7171



Science saving lives.

Numbers 2 Know

Imaging is critical to proper care for many cancer patients. The ability to see what is occurring in human tissues and at the cellular and molecular levels provides critical information for physicians and scientists to successfully detect, diagnose, evaluate, treat and manage cancer. Scientific efforts to peer into the body date back to more than a century ago.

1895

X-ray, the oldest imaging technique, was discovered when Wilhelm Röntgen made a photograph of the bones in his wife's hand and the ring on her finger. The discovery made the detection of tumors in the body easier and non-invasive.

1927

The use of X-rays for diagnostic examination of the breast (mammography) was introduced.

1947

Based on sonar technology used in World War II, ultrasound imaging was used for medical diagnostics.

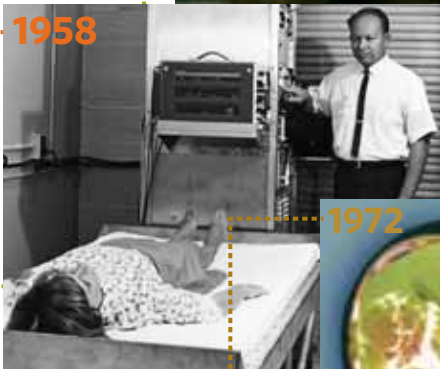
1958

Hal Anger's invention of the gamma camera, which produces images of internal processes by tracking tiny amounts of radioactive substances given to patients, creates the foundation for future sophisticated imaging systems.

1972

Godfrey Hounsfield and Allan Cormack develop the computerized axial tomography scanner (CAT scan or CT scan), which uses a computer to combine many X-ray images to generate cross-sectional and three-dimensional images of internal organs.

1947



1972



1974



1974

The first human positron emission tomography (PET) scanner, an instrument that creates high-resolution computerized images, was built by Michael Phelps and Ed Hoffman. PET imaging is based on the detection of radiation that is released from chemicals introduced into the body. PET gives information about cell growth, which allows doctors to separate tissue that is inactive, like scar tissue, from a growing group of cells such as those in a tumor.

1982

Radiologists lay the groundwork for the first picture archiving and communication systems (filmless radiology).

1984

The U.S. Food and Drug Administration approves magnetic resonance imaging (MRI) for commercial clinical use. MRI uses a magnetic field and radio wave energy to create images of structures inside the body. Among the scientific innovators involved in the development of MRI are Paul Lauterbur, Felix Bloch, Edward Purcell and Raymond Damadian.

City Rounds



Spanish-language website provides outreach to Latino community

City of Hope launched a new, Spanish-language version of its public website in September 2011.

The site is a streamlined version of the institution's English-language public website, found at www.cityofhope.org, and aims to provide prospective Spanish-speaking patients with information to make knowledgeable choices for their health care. The Spanish-language site also features a calendar of events with information on City of Hope's free Spanish-language yoga and nutrition classes, as well as health news stories in Spanish.

The new site can be accessed at <http://espanol.cityofhope.org>. **CN**
— Ryan Vincent

Blog presents City of Hope news, social media and video in one place

Supporters, patients, caregivers, faculty and staff have a new way of keeping abreast of City of Hope news as it happens. Breakthroughs, the institution's official blog, launched in October 2011.

The blog aims to illuminate City of Hope research accomplishments and share perspectives from doctors, nurses and other experts on current health topics, such as new treatments and screening guidelines, as well as interviews with City of Hope patients.

The blog also brings together City of Hope's social media efforts in one place on the Web. These include videos from City of Hope's YouTube channel featuring interviews with City of Hope researchers. It also links to photographs from City of Hope's Flickr album and displays City of Hope's Twitter feed.

Breakthroughs can be seen at <http://breakthroughs.cityofhope.org>. **CN**
— Ryan Vincent

No link between contraceptive use and breast cancer death

Women with breast cancer might wonder if the birth control medications they took in the years before diagnosis could affect their chances of beating the disease — but City of Hope researchers and their colleagues recently showed that use of “The Pill” has no bearing on women's mortality risk.

Between 2006 and 2008, some 43.8 million women across the U.S. used oral contraceptives, which consist of variations of the hormones estrogen and progestin. While research has shown that the modern pill has little or no effect on women's risk of developing breast cancer, the few studies looking at relationships between oral contraceptive use and breast cancer deaths have been inconsistent.

Now an analysis of about 8,500 women shows that taking oral contraceptives regularly in the years before cancer diagnosis has no influence on a woman's risk of dying from the disease. The research was published online in May 2011 in the journal *Cancer Epidemiology, Biomarkers and Prevention*.

Yani Lu, M.D., Ph.D., assistant research professor in the Division of Cancer Etiology, was lead author on the paper, while Leslie Bernstein, Ph.D., director of the Division of Cancer Etiology, was senior author.

The scientists used data from the Women's Contraceptive and Reproductive Experiences Study and the California Teachers Study for the project. **CN** — Alicia Di Rado



City of Hope among top 20 cancer hospitals in U.S. News & World Report's rankings

City of Hope's national ranking as a cancer hospital increased this year to its highest position ever in *U.S. News & World Report's* 2011-12 Best Hospitals report.

Rising three places to 17th on the list of top U.S. cancer hospitals, City of Hope is the second-highest-ranked cancer hospital in the Los Angeles area and one of only nine centers in California to appear on the cancer list.

"Ranking among the top 20 cancer hospitals nationally for the second consecutive year is a reflection of the talent and hard work of not only our dedicated physicians, nurses and care teams, but of all components of our institution," said Michael A. Friedman, M.D., president, chief executive officer and Irell & Manella Cancer Center Director's Distinguished Chair.

City of Hope is one of only 140 medical centers to appear on the prestigious annual list. Hospitals were selected from 4,825 eligible hospitals nationwide in 16 specialty areas. This marks the institution's eighth year on the top cancer hospitals list.

According to data from the Office of Statewide Health Planning and Development, City of Hope is the fourth-largest provider of cancer care in California and the second-leading provider in Southern California.

Complete rankings of the top hospitals are available online at www.usnews.com/besthospitals. **C N** — Shawn Le



City of Hope climbed up the ranks of top U.S. cancer hospitals.

New tool predicts older patients' chemotherapy tolerance

It often takes aggressive chemotherapy to knock out cancer. But no one can precisely predict how much chemotherapy a particular patient can safely tolerate. Physicians know that side effects from too much chemotherapy can jeopardize patients' health, particularly among older patients.

A new assessment tool may help physicians be tough on cancer while being gentle on the seniors diagnosed with it. The tool takes into account a variety of risk factors specific to each patient to better calculate chemotherapy's risks for that patient.

"Cancer is still primarily a disease of age, and with our graying population there is a growing, critical need for assessment tools to weigh the risks and benefits of chemotherapy," said Arti Hurria, M.D., associate professor of medical oncology and director of City of Hope's Cancer and Aging Research Program. She has helped guide studies used to develop the new tool.

People older than 65 accounted for 60 percent of the more than 1.5 million new cancer cases diagnosed in the U.S. in 2010, according to the American Cancer Society — and the number of older adults nationwide will mushroom within the next two decades.

As the cases grow, physicians will need better tools to determine chemotherapy choices for these older patients, she said. Research suggests that older adults derive similar benefits from chemotherapy as younger adults. But older patients today are less likely to be offered chemotherapy because of concerns about their ability to tolerate the treatment, according to Hurria.

In the most recent study by Hurria and her colleagues, researchers tested the assessment model to see how well it could predict when treatment toxicity would be severe or life-threatening.

The study, conducted across seven institutions, included 500 cancer patients between the ages of 65 and 91 with lung, gastrointestinal, gynecologic, breast or genitourinary cancers. And it included dozens of pieces of information about each patient ranging from tumor characteristics to social support.

In the end, the new system had a greater ability to predict risk of chemotherapy toxicity in older patients than the standard tool, said Hurria. **C N** — Shawn Le

beauty IN THE BEAST

Infinitesimal images of potentially
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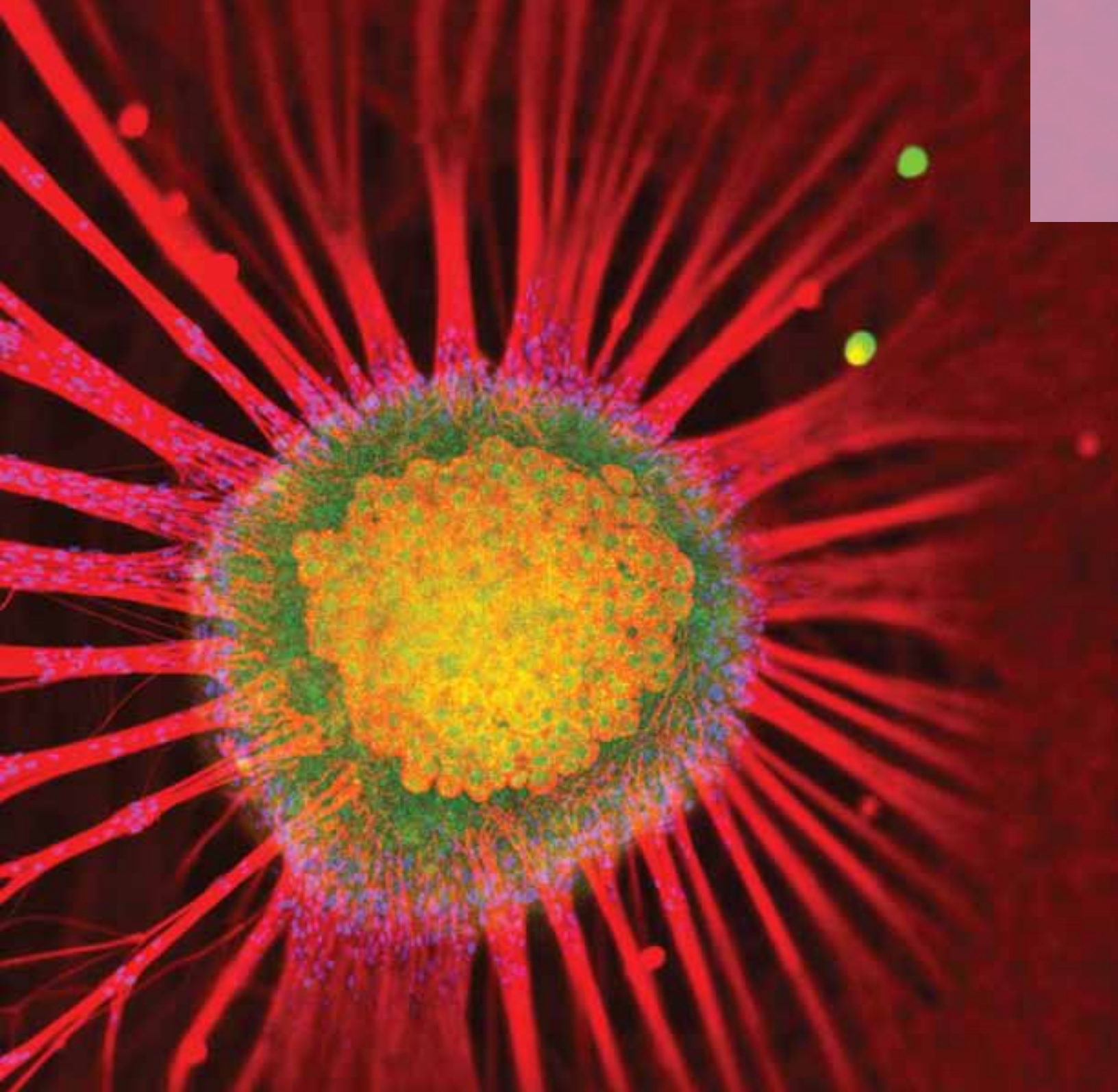
By Darrin S. Joy

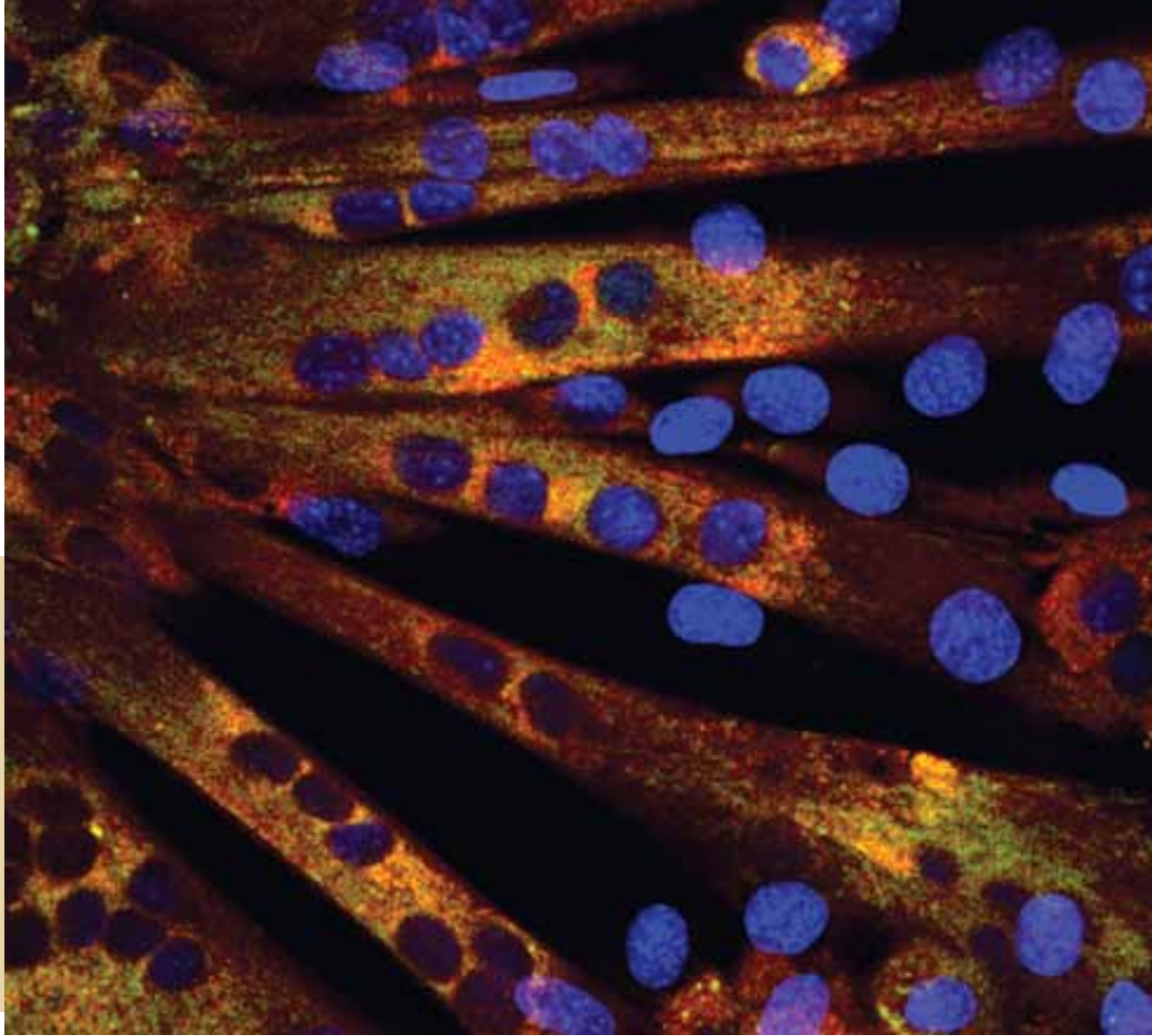
Humans are visual creatures, hardwired to respond to shapes, colors, lines and movement. In the complex world of biomedical research, where the objects of study are often infinitesimally small, scientists and physicians use sophisticated imaging technologies to better understand and perform their work — often with strikingly beautiful results.

STRESSED OUT

The links between stress and cancer remain unclear, though most scientists believe a connection exists. At the level of cells, metabolic stress — a condition caused by abnormal changes in the levels or amounts of nutrients — almost certainly can contribute to cells' transformation from normal to malignant. City of Hope neuroscientists use green fluorescent protein to monitor metabolic stress levels in cells of the nervous system.

In the cluster of nerve cells seen here, those near the outer regions undergo significant metabolic stress (**green**) as they begin forming strands of nerve cells called axons (**red**). Monitoring cells' metabolic stress levels can help researchers understand how stress may lead to abnormal cell growth and cancer.



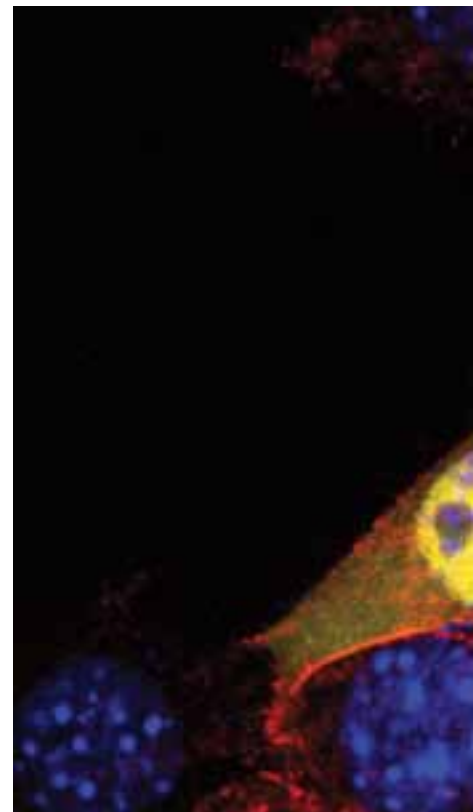
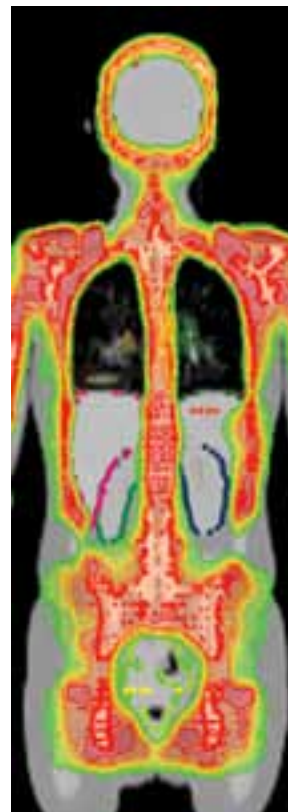


TOTALLY RAD

Drugs and radiation therapy can kill cancer, but they also damage normal tissue, causing side effects.

In bone marrow transplantation, patients receive both chemotherapy and high-dose radiation therapy to clear all traces of their disease, but that can prove challenging for patients. As technology has evolved, radiation oncologists have found ways to narrowly focus and target therapeutic beams to the cancer, minimizing its effects on healthy tissue.

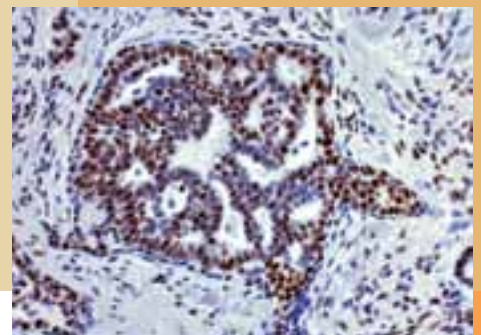
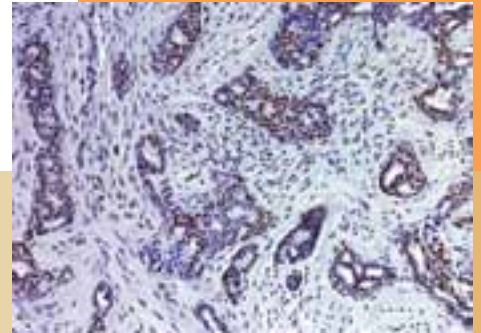
Now, through image-guided targeted therapies such as TomoTherapy, specialists in City of Hope's Department of Radiation Oncology can plan their treatments to sculpt their beams and deliver varying amounts of radiation, ranging from light (green) to moderate (yellow) to intense (red), exclusively to diseased tissue. Healthy tissues (gray) get no exposure.



MUSCLE IN

City of Hope scientists are delving into the intricacies of muscle cell metabolism to understand how those cells gain nutrients, generate energy and develop into muscle tissue. Janice Huss, Ph.D., assistant professor in the Department of Diabetes and Metabolic Diseases Research at City of Hope, and her team used three fluorescent dyes — red, green and blue — to visualize different parts of muscle cells, called myocytes, as they fuse together to form myotubes, the basic structures of muscle tissue.

The blue dye stains DNA in the oval nuclei. Red shows mitochondria, the power generators of cells, which are actively producing energy. Green marks a protein called PGC-1 α , which controls genes that are important in muscle cell metabolism. The researchers' work could lead to a better understanding of the factors contributing to muscle diseases, including heart disease, as well as diabetes and other metabolic syndromes.

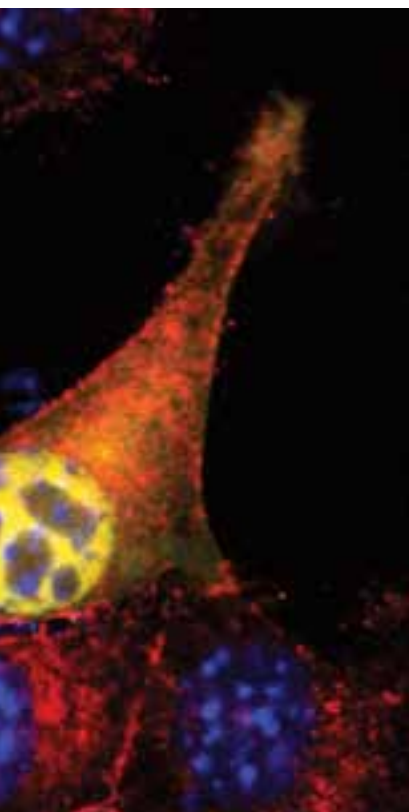


RESISTANCE IS FUTILE

Cancer often grows resistant to powerful drugs, and City of Hope scientists such as Susan Kane, Ph.D., professor in the Division of Tumor Cell Biology, vigilantly search for clues as to why and how breast cancer cells learn to outwit these treatments.

For patients treated with the targeted therapy trastuzumab, also called Herceptin, a key protein called phospho-CREB may be involved with drug resistance. Using antibodies that

stick to phospho-CREB and make it appear dark brown, the scientists probed tumor samples taken before (top) and after Herceptin treatment. They found much more phospho-CREB following treatment in many of the patients. The results appear to confirm that cancer cells react to Herceptin by increasing their production of phospho-CREB and that the protein may somehow play a role in building resistance to the drug.



WORKING TOGETHER

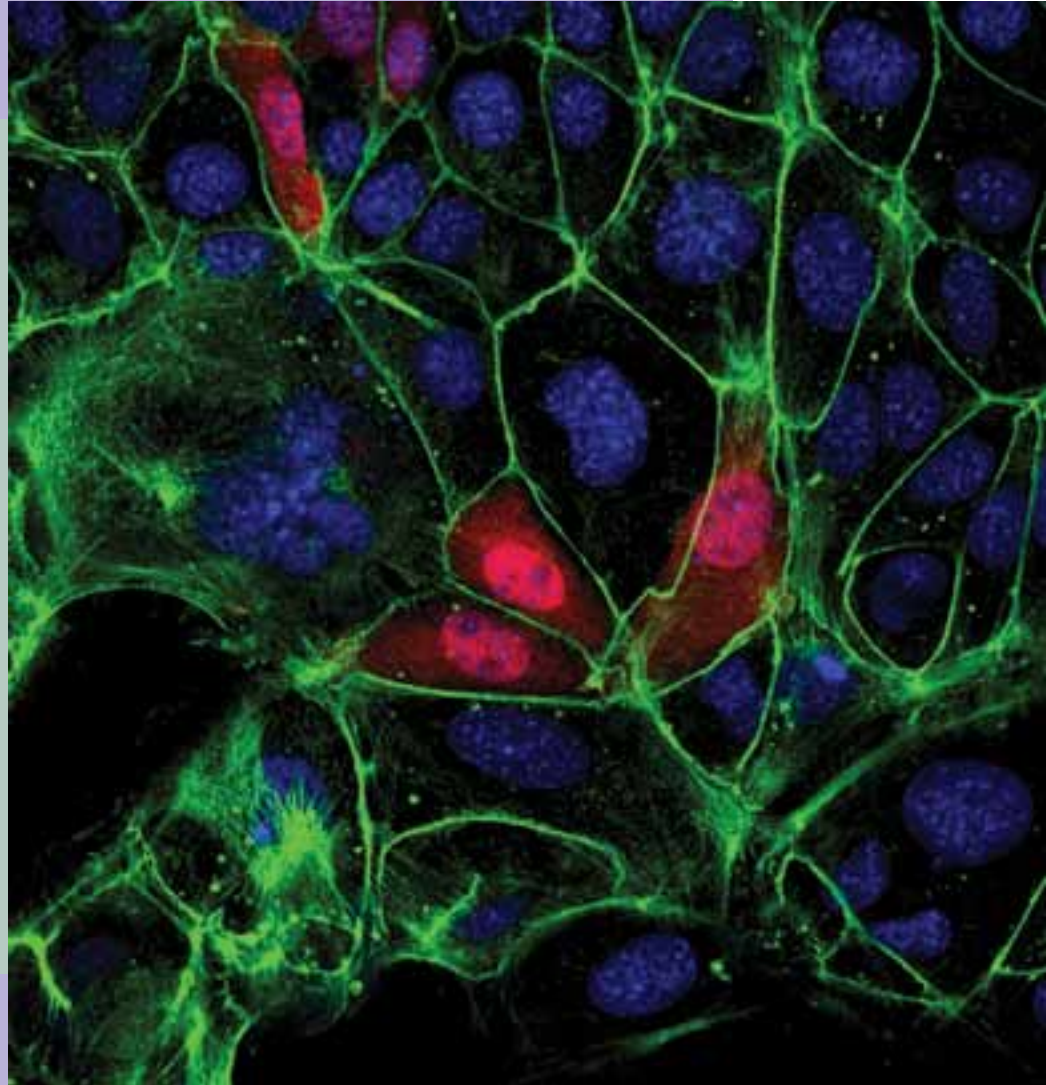
City of Hope researchers have found that a protein called STAT3 plays a vital role in boosting cancer cell growth and development. To better understand where STAT3 travels in the cell and how it gets there, scientists look for other molecules that might work alongside STAT3, such as a protein called v-Src.

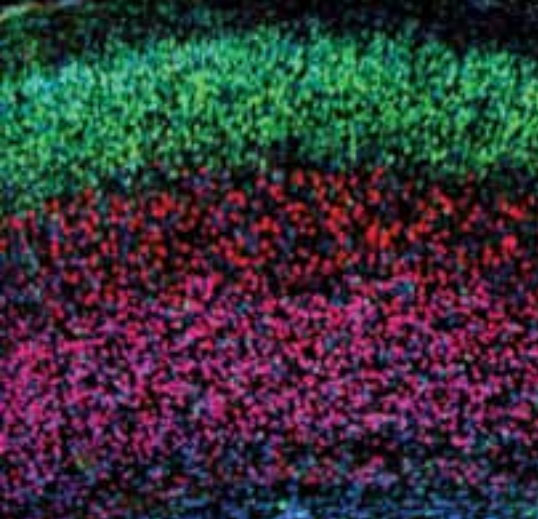
The researchers tagged STAT3 with a yellow fluorescent protein and v-Src with a compound that glows red when hit by laser light. (A dark blue fluorescent dye marks the cell's DNA.) The two proteins were found in the same areas of the cell, indicating they likely work together. Finding these interactions could point to potential new drug targets for future study.

TWISTED

City of Hope researchers led by Carlotta Glackin, Ph.D., associate professor in City of Hope's Department of Neurosciences, study cancer with a TWIST. Looking for the factors that lead to the spread of breast cancer, the team's work has pointed to the TWIST protein, which plays a key role in stem cell development and also occurs in high levels in metastatic breast cancers.

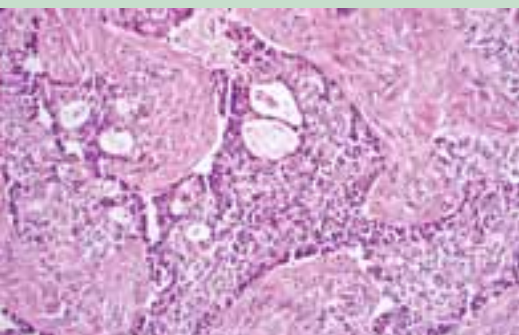
Looking for clues to how TWIST works, the scientists tagged the protein with a pink dye and tagged another protein, called F-actin, with a green dye. F-actin helps make up the skeleton cells, and the researchers wanted to know if TWIST affects the shape of cancer cells in a way that could help them migrate away from the original tumor and establish new tumors in the body.





GRUMPY OLD NEURONS

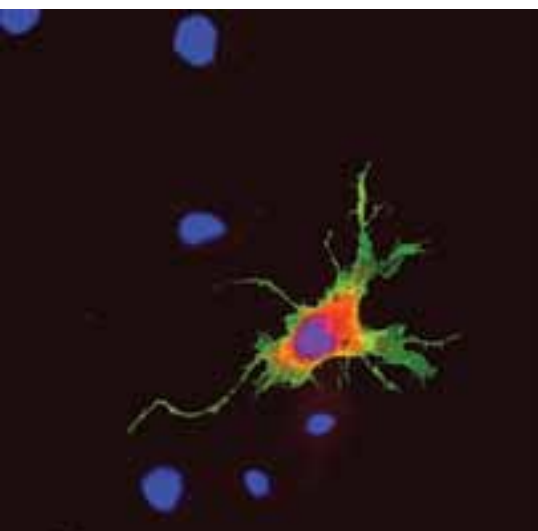
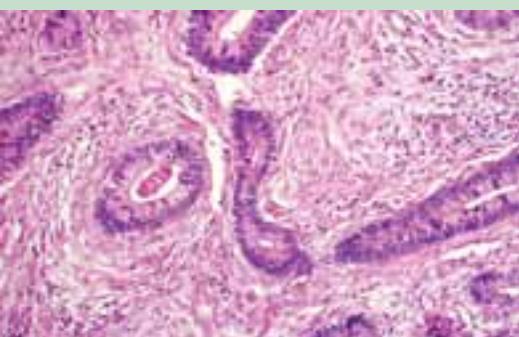
The brain develops from the inside out. Nerve cells, or neurons, first develop in the lower layers of the brain. The newly generated cells then are pushed toward the brain's outer regions, passing the older neurons. The youngest neurons find themselves nearest the brain's surface. City of Hope researchers under the direction of Qiang Lu, Ph.D., associate professor in the Department of Neurosciences, use dyes that help them distinguish between older neurons (pink) and younger neurons (green), so they can see where each type ends up at different stages of development. Observing this process could help scientists understand what might go wrong and lead to brain cancer as well as neurological diseases such as Parkinson's and Alzheimer's diseases.



THE RIGHT PATH

Pathologists, doctors who study blood, fluid or tissue to diagnose disease, can trace the beginnings of their discipline at least as far back as the early 19th century. Despite significant advances in technology since then, cancer still must be diagnosed by a pathologist peering through a microscope. These highly skilled experts rely on distinct visual cues from stained tissue samples to determine if cancerous cells are present and to what stage the disease has developed.

As technology advances, however, new tools allow pathologists to determine more subtle characteristics of a patient's disease. For example, nearly all cervical cancers arise from human papillomavirus, or HPV, but the virus comes in many different strains. The two most common strains are HPV16 and HPV18. New laboratory techniques enable pathologists to determine if a cervical cancer was caused by HPV16 (top left) or HPV18. This type of insight one day may guide oncologists and patients in their treatment choices.



MERLIN MAGIC

Scientists call it transformation. It is the mysterious process that pushes cells from normal to cancerous. The term implies an almost magical change, one that Toshifumi Tomoda, M.D., Ph.D., assistant professor of neurosciences at City of Hope, aims to demystify by studying a protein fittingly called Merlin.

Also known as neurofibromin 2 or schwannomin, Merlin (green) can cause tumors in the nervous system when it is mutated. When it undergoes a chemical change through an enzyme called ULK1/ATG1 (red), Merlin can cause cells to abnormally change their shape. By tracking ULK1/ATG1 and Merlin in cells, researchers hope to better understand their interaction and the events leading up to cancer. **C N**

clinical action

Clinical trials bring a new ally to Hodgkin lymphoma patients

Susan Romo was 36, newly married with a 9-year-old son and had just earned her paralegal degree when symptoms began in 2007.

“I had night sweats, weight loss, constant coughing and horrible itching — everywhere, constantly,” recalls the Bellflower, Calif., resident. She was diagnosed with Hodgkin lymphoma and began six months of chemotherapy.

The cancer remained.

So she turned to City of Hope and underwent intensive chemotherapy for three months, followed by two autologous stem cell transplants, in which she received her own purified blood stem cells to repair her blood and immune systems.

A subsequent imaging scan revealed the tumors were still there. It was time to consider another option — a new drug that showed promise against her disease but was still experimental.

The investigational drug was called brentuximab vedotin. Romo’s physician, Robert Chen, M.D., assistant professor of hematology and hematopoietic cell transplantation, led clinical studies of the drug at City of Hope. Chen’s work was funded through the Tim Nesvig Lymphoma Fellowship and Research Fund.

Patients responded so well to the drug that in August 2011, the U.S. Food and Drug Administration approved the drug, now called Adcetris, for two groups of lymphoma patients: those with anaplastic large cell lymphoma who do not respond to a multi-agent chemotherapy regimen and Hodgkin lymphoma patients who fail to respond to at least two multi-agent



chemotherapy regimens or autologous stem cell transplantation. Through his studies, Chen played a key role in the accelerated approval.

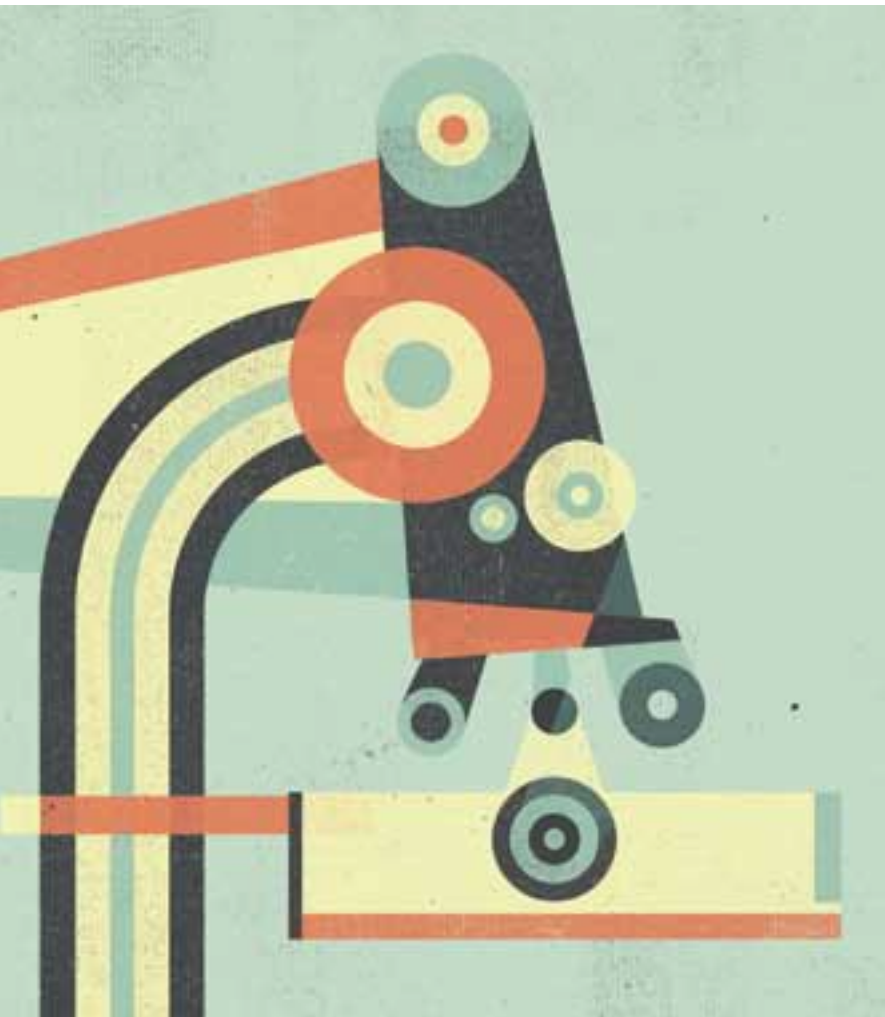
“This is very exciting because there has been no drug approved for Hodgkin lymphoma in more than 30 years,” Chen said.

City of Hope has evaluated the drug through clinical trials in about 50 patients — including Romo.

From May 2009 to April 2010, she received infusions of Adcetris every three weeks as an outpatient. She experienced some nerve-related side effects, but they gradually lessened.

“After a while, I started to realize that maybe this is the thing that’s going to work for me,” she said.

By Roberta Nichols



Her illness greatly deepened her faith as well as her empathy for others who struggle with disease. “I want to encourage people who are going through what I’ve been through,” she said.

Echoing a message she remembers from Chen and her medical team, she added, “It’s hard, but you can get through it.”

As she resumes her busy family life, she is allowing herself to make plans again: finding a job, running a marathon, perhaps even becoming a foster parent.

Said Romo: “I want to live fearlessly, not just as a survivor, but as a conqueror.” **C N**

For more information about clinical trials at City of Hope, visit www.cityofhope.org/clinicaltrials.

Tim Nesvig's legacy lives on



Hua Yu

Every long drive, every birdie and every bunker shot at the City of Hope Golf Classic was dedicated to a single purpose: building on the legacy of the late Tim Nesvig to fight cancer.

Held in Rye, N.Y., in July 2011, the popular annual golf tournament and dinner raised more than \$1 million for the Tim Nesvig Lymphoma Fellowship and Research Fund.

Nesvig, a lifelong athlete and marketing executive for ESPN/ABC Sports, was diagnosed with non-Hodgkin B-cell lymphoma in 2003. Despite a stem cell transplant at City of Hope, his lymphoma returned, and he died in 2005 at age 30. The Nesvig family established a research fund, under the direction of Stephen J. Forman, M.D., Francis and Kathleen McNamara Distinguished Chair in Hematology and Hematopoietic Cell Transplantation, to better understand the causes of lymphoma and develop better treatments.

The fund has helped City of Hope physicians and scientists initiate their own new lines of research, touching on genetics and other factors behind lymphoma, as well as treatments and complications. Funds also have helped keep other important projects going in tight fiscal times.

In addition, the fund supported studies by scientists at Dana-Farber Cancer Institute and the Fred Hutchinson Cancer Research Center.

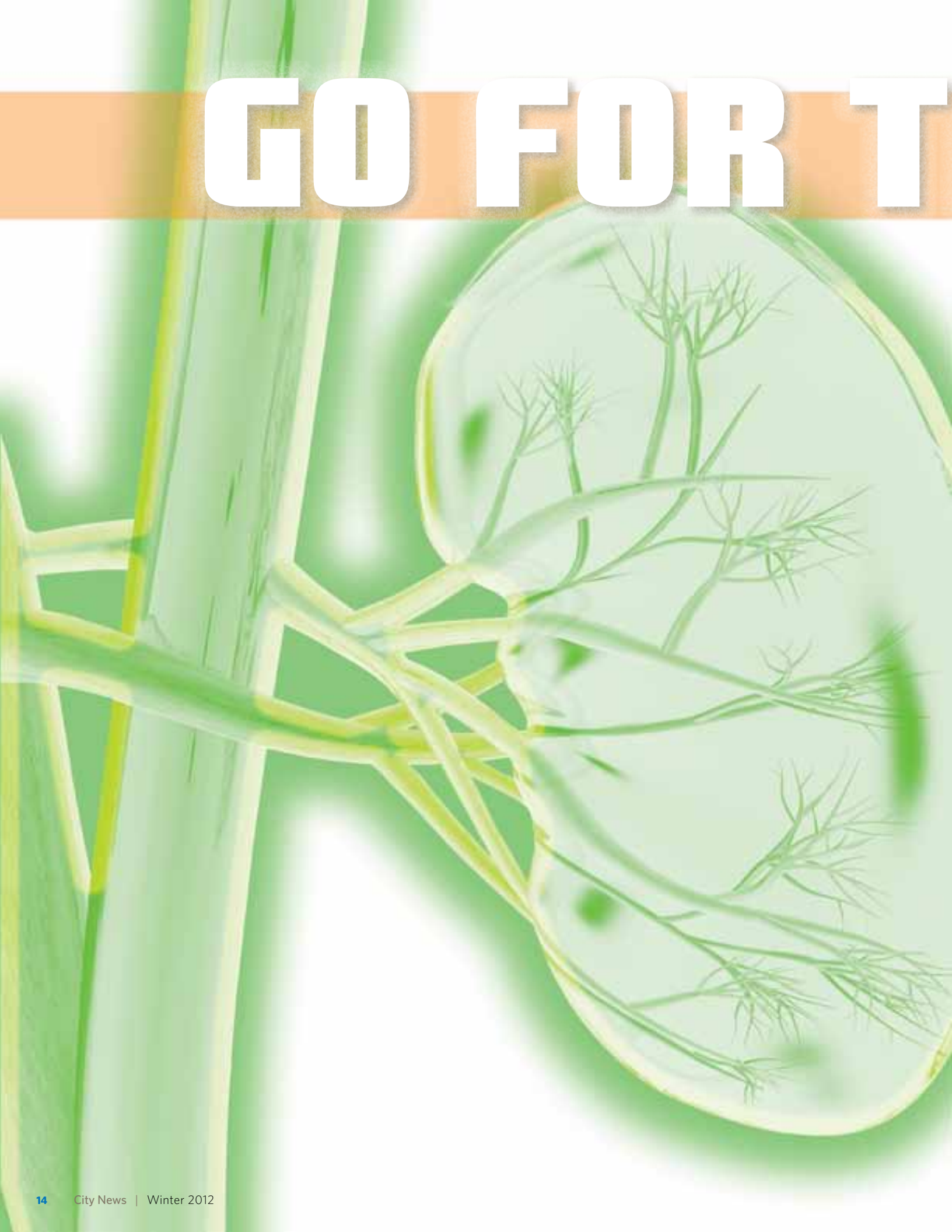
The event introduced the 2011-12 recipient of the Tim Nesvig Research Fellowship in Lymphoma: Hua Yu, Ph.D., professor in the Department of Cancer Immunotherapeutics and Tumor Immunology. Yu's research focuses on molecular immunology in the tumor microenvironment.

FOX Sports announcer Joe Buck served as master of ceremonies for the event. Corporate sponsors included FOX Sales Family, News Corporation, Cynopsis Media, ABC Network, DirecTV, ESPN, NBC Cable Sales, CBS, NBC Network and FOX News Channel.

Members of the event organizing committee included Dave Cassaro, Bob Cook, Mike Slinger, Ed Wilson and lead co-chairs Bill Wanger and Neil Mulcahy. **C N** — Cheryl Regan

The event has raised more than \$8 million since its inception.

GO FOR T



THE GLOW

City of Hope surgeons are among the first to use a new imaging technology to improve cancer surgeries. By Shawn Le

The surgeon carefully maneuvered the miniature tools on the surgical robot into position, aiming to remove the tumor in his patient's kidney. He was experienced and in familiar territory — but now he also had innovative new technology to light his way.

City of Hope surgeons recently became the first in California to use a unique visual tool to perform kidney cancer surgery. Only six others worldwide had previously used the method.

The technique, developed by the maker of the da Vinci surgical robots in use at City of Hope, involves a dye called indocyanine green. Physicians infuse the dye into a cancer patient's blood. From there, it spreads throughout the body. Then, the surgeon shines near-infrared light — light that cannot be seen by the human eye — on the area of the tumor.

Under the special light, the dye makes healthy tissue glow a fluorescent green color. But tumors take up less of the dye than normal tissue does, so they appear dull and gray. The contrast makes it easier to see and remove the tumor while avoiding healthy tissue and blood vessels.

In complex organs like the kidney, this clarity can be crucial; nicking any of the blood vessels could cause significant blood loss.

The light also guides how surgeons restrict blood to the kidney before they can operate. Clamping off the main artery to the kidney would starve it of vital blood and damage the organ. So before starting to remove a kidney tumor, the surgeon turns on the special light. Normal kidney tissue and the blood vessels that feed it suddenly glow bright green, while tumor tissue shows much less color.

“Flipping back and forth from normal light to near-infrared lets us see the blood vessels that feed the kidney, so we can isolate the main one that runs to the tumor,” said surgeon Mark Kawachi, M.D., clinical associate professor of surgery in the Division of Urology and Urologic Oncology. This allows the surgeon to precisely remove the tumor without restricting needed blood flow to the remainder of the kidney.

The U.S. Food and Drug Administration has approved the fluorescence imaging system for kidney surgery, but City of Hope is helping to expand the technique.

Said Kawachi: “We’re looking into using the system in prostate cancer surgery and to improve our ability to see lymph nodes in patients with invasive bladder cancers.” **CN**

SNAIL'S CASE

By Darrin S. Joy



A compound found in ancient times may lead to a future cancer treatment

About 2,500 years ago, the ancient Phoenician people stumbled across a way to pull chemicals from the mucous of local sea snails to create a rich purple dye. Named Tyrian purple, the dye was rare, expensive and reserved for nobility.

In modern times, scientists have explored these compounds and others similar to them for a different kind of noble cause — treating cancer and other diseases.

Researchers now know that the compounds that make Tyrian purple are bromoindirubins, chemical relatives of indirubin, a naturally occurring chemical with known healing properties. One of the most common vehicles for these compounds today is a traditional Chinese medicine mixture called Dang Gui Long Hui Wan, which is used to treat a form of leukemia. Among its blend of 11 herbs and flowers is indigo — which contains indirubin. Scientists have shown indirubin's activity against brain, lung and prostate cancers, as well.

Wanting to know more about how indirubin hampers cancer, Sangkil Nam, Ph.D., associate research professor in the Department of Molecular Medicine, and Richard Jove, Ph.D., Morgan and Helen Chu Director's Chair of Beckman Research Institute, studied the chemical

and some of its derivatives. They found that the compounds interfere with a protein called STAT3, which promotes cancer growth and development and can protect tumor cells from the immune system.

More recently, a team led by Jove and Lucy Liu, Ph.D., a graduate of City of Hope's Irell & Manella Graduate School of Biological Sciences, focused on another compound called 6-bromoindirubin-3'-oxime, or 6-BIO. It is a chemical derivative of the bromoindirubins found in the Phoenicians' sea snails.

The researchers discovered that 6-BIO works by blocking a group of proteins that activate STAT3. By blocking the proteins, 6-BIO keeps STAT3 from encouraging cancer. It also helps push the cancer cells to kill themselves.

Of all of the compounds the group tested, 6-BIO was the most effective indirubin derivative, suppressing tumor cell growth more than three times as effectively as indirubin itself.

"Many times we find the active ingredient in a natural or traditional remedy is effective but can be improved with some modification," Liu said.

Importantly, 6-BIO also suppressed tumor growth and demonstrated low toxicity in laboratory studies, suggesting the substance may have a future as an anti-cancer agent.

The researchers are continuing their studies with the aim of testing the compound or related molecules in clinical trials. [C N](#)



A swimmer in a black and white swimsuit is captured in a dynamic pose in a swimming pool, surrounded by a large splash of white water. The swimmer is wearing goggles and has a focused expression. The background shows the blue tiles of the pool and a lane line.

prevention points

By Wayne Lewis and Alicia Di Rado

**Decoding years
of research data
provides answers
to questions
about lowering
cancer risk**

The Women's Cancers Program at City of Hope aims to uncover how women can cut down their risk of cancer, and eventually to prevent the disease altogether. Leslie Bernstein, Ph.D., professor and director of cancer etiology, leads these prevention efforts. The award-winning researcher recently sat down to talk about past breakthroughs, future directions and what women can do to reduce their cancer risk.

Q: What are some of your key findings about lifestyle and cancer risk?

A: In 1994, I published the first paper that shows physical activity reduces breast cancer risk. Over the years there have been more than 50 studies of physical activity and breast cancer risk, looking at it many different ways. There are consistent findings showing that women who have exercised for most of their lives have reduced risk of breast cancer.

In addition, one of the first things we ever found was that physical activity reduced colon cancer risk. We showed it in men, but initially, we saw no effect in women. It turns out that hormone replacement therapy, which many women were using, reduces risk of colon cancer so much that exercise doesn't provide an added benefit. There's a tradeoff, since hormones slightly increase risk for breast cancer. So we had to look only at women who hadn't used hormone therapy, and we were able to clearly see the effect of physical activity in reducing colon cancer risk in these women.

Q: What questions are you still seeking to answer?

A: We're beginning to look at the genetics behind who benefits from physical activity. There will be women who exercise and still get breast cancer, and we want to know why. Do women who get breast cancer and exercise differ somehow from women who do the same exercise and don't get breast cancer? People haven't looked at those kinds of genetic questions.

Q: What recommendations would you offer for women who are looking to lower their cancer risk?

A: We know that people should exercise four to five days a week, for about three hours total. A half-hour a day almost gets them to that three hours; 45 minutes would definitely do it.

If you can exercise three hours a week, you can lower your risk of breast and colon cancers. The evidence is beginning to be more conclusive that physical activity also reduces risk of cancer of the uterus and possibly the ovary. We're even seeing a little benefit in cutting thyroid cancer risk.

Your age and your physical health will define what you can do as exercise. Physically stress your body according to its limits (and make certain you consult your physician if you have any health problems). If you're 20, you may run or jog three to five miles. But if you're 70, you might walk a mile or two at a pace that makes you become out of breath.

And I almost want to couch the question in the opposite direction. What increases your risk of breast cancer? Inactivity increases your risk. Hormone therapy can increase your risk moderately. Drinking alcohol gives you a modest increase in risk.

These are choices you can make and balance. If you hadn't used hormones but over that same time had been drinking two glasses of wine every night, you'd see about the same increase in risk. And the risk in either case is not as significant compared to having a family history of breast cancer or being inactive all your life.

Some women say, 'I'm in my 50s and I haven't really exercised. Is it too late?' Well, we're not positive that it will lower your risk of breast cancer if you become active now. But exercise has many health advantages. So my answer always is 'It's never too late.' **C N**



City of Hope's bloodmobile boosts collection efforts, thanks to dedicated donor Jerry Fine.

BLOOD LINES

City of Hope's bloodmobile is on the road thanks to generous donors

Blood is a particularly precious commodity for cancer patients in treatment and recovery. As City of Hope helps more people battle back from the disease, the organization must find new ways to meet patients' need for donated blood.

A new City of Hope bloodmobile is helping.

The 40-foot mobile blood donation facility made its debut in March 2011, thanks to a \$300,000 contribution from longtime City of Hope supporter Jerry Fine of Beverly Hills, Calif.

For him, the gift stemmed from deep, personal motivation: While in treatment at City of Hope, his late wife, Susan Fine, became dependent on transfusions of donated blood for both red cells and platelets.

Jerry and Susan Fine had met in 1982 and soon fell in love, marrying within a year. Jerry Fine found success in business, while Susan Fine earned a master's degree and set up practice as a licensed clinical social worker. Together they traveled the world and raised a son, Joshua.

The family was thrown into tumult in 2004 when doctors diagnosed Susan Fine with chronic lymphoblastic leukemia. The disease



Jerry Fine, pictured left, was deeply motivated to launch the bloodmobile in memory of his wife, Susan; pictured right, before hosting a blood drive featuring City of Hope's new bloodmobile, members of the Bragg family receive a plaque and framed photo in thanks for their help. From left, Cameron Bragg, Marilynn Bragg, City of Hope's Kasie Uyeno, Suzanne Bragg-Coffin, Rilee Bragg and Erik Coffin; pictured above, technicians make preparations as volunteer blood donors relax in the new bloodmobile.

grew aggressive, and she sought help from City of Hope.

Chemotherapy beginning in 2007 pushed her disease into remission, but she would later face a rare type of recurrence.

Caregivers found it difficult to locate an appropriate source of donated blood for her complicated case. The predicament motivated the Fines to organize a blood drive for City of Hope in December 2008, and it gave them a window into the challenges many patients face.

"Our experiences made us finely attuned to what patients go through when they rely on regular transfusions," Jerry Fine said. "Supporting the bloodmobile seemed like the perfect way to address the problem."

Gay Almquist, director of the Donor Apheresis Center, said the Fines' contribution was invaluable to their collection efforts.

"The bloodmobile would not have been up and running this year if not for the generosity of the Fines," Almquist said. "They have gone above



and beyond in their support of the blood donor center.”

The bloodmobile, which has five beds for collection and two areas for screening, will make possible more off-site drives, according to Almquist.

“In the past, a business or organization interested in holding a drive would need at least a thousand square feet for us to set up beds, equipment and staff,” Almquist said. “Since the bloodmobile is self-contained, we can simply drive to the site and handle all the donations in our bus.”

Almquist estimated the bloodmobile will boost off-site blood donations by 20 percent over the next two years.

“And the more that we are able to collect ourselves, the less we will need to buy from elsewhere,” Almquist said.

In 2009, Susan Fine lost her battle with cancer, but her generous spirit and the kindness of City of Hope’s medical team inspired Jerry Fine to turn the loss into a way to help other patients.

“We had always planned on providing for City of Hope through our estate, but as her disease advanced, she encouraged me to give even sooner,” said Fine. “That was Susan’s nature — always seeking to help others.”

C N — Wayne Lewis and H. Chung So

For members of the Bragg family and their employees, a blood drive holds personal meaning.



BRAGGIN' RIGHTS

Cameron Bragg did it in honor of his late grandfather — and to benefit City of Hope patients like him.

With a tourniquet around his arm, the young man reclined in one of five beds in City of Hope’s new bloodmobile while a technician began collecting his blood.

This was not Bragg’s first blood donation, and unlikely to be his last.

“I knew how crucial donated blood was for my grandfather when he was going through chemotherapy. So why wouldn’t I help somebody else?” he said. “It’s just the right thing to do, basically.”

He was one of dozens of Bragg Companies employees who participated in a blood drive at the organization’s Long Beach, Calif., facility.

George Bragg, Cameron Bragg’s grandfather and the crane company’s former president, received treatment for leukemia at City of Hope before his death in 2009. Grateful for his care and determined to help others in need of donated blood, employees at the Bragg Companies rallied to raise funds for City of Hope’s new bloodmobile.

In 2009, the company turned its annual golf tournament into a charity event to commemorate their former president and contributed \$35,000 toward the vehicle.

“The Bragg family’s support was essential to expanding our mobile blood collection program,” said Shirong Wang, M.D., M.P.H., chief of the Division of Transfusion Medicine.

Employees were thrilled to see their efforts come to fruition. The 2011 blood drive, one of two the company holds each year, took place on what would have been George Bragg’s 70th birthday.

Family members praised the generosity of their staff and friends.

“I think a lot of that is because of the type of person my dad was,” said Suzanne Bragg-Coffin, Bragg Companies vice president. “Everybody loved him.”

Joseph P. Sanford, a longtime family friend and member emeritus of City of Hope’s board of directors, visited the blood drive to congratulate Marilyn Bragg, George Bragg’s widow and president of the Bragg Companies, and her family.

“I consider myself very fortunate to have known George Bragg. He was one of a kind, and as well as I knew him, I can say that he is very proud of his family’s efforts on behalf of so many people,” he said. **C N** — Wayne Lewis

birds OF A feather

The Fly for Hope council engages racing pigeon clubs and their members to raise funds for City of Hope

Lori Wilson had no idea that bird feed would help transform her life.

Wilson's job as a sales representative for Ceres, Calif.-based Volkman Seed Factory, which makes feed for pigeons and other birds, brought her in touch with Joanne Ling, a now-retired City of Hope development staff member.

Ling attended pigeon-racing events around California to support and promote Fly for Hope, a group of pigeon enthusiasts who engage with racing pigeon clubs and their members to raise funds for City of Hope. After Ling introduced Wilson to Fly for Hope, she decided to volunteer for the group and was selected to be on its council.

"I'd never given cancer much consideration prior to meeting Joanne, but have always volunteered my time to worthwhile causes," Wilson said.

"The irony is, I was diagnosed about a year later with non-Hodgkin lymphoma and now I'm a member of the cancer community," said Wilson, who is a patient at City of Hope.

The Fly for Hope council was established in 1990 by five pigeon racers: Bob DiClemente, Larry Cook, Vic Debrouwer, Al Cunningham and Philip Adsit. The men wanted to promote pigeon racing and recruit new members, but they also were looking for a charitable cause to promote.

Former council member Jim Vander Heide recalled: "A friend of Bob's was being treated at City of Hope. Bob was so impressed with the treatment his friend received that he was inspired to organize the Fly for Hope council and support City of Hope as its official charity."

Vander Heide and his wife, Judy Vander Heide, already were familiar with City of Hope when they became part of the Fly for Hope program in 1996. Their late son was treated at City of Hope in 1995 for acute lymphocytic leukemia, spurring them to volunteer.

Fly for Hope is part of the California State Racing Pigeon Organization (CSRPO). The CSRPO has 68 clubs with more than 1,000 members. Fly for Hope engages with the clubs to get them to donate part of any funds they raise to City of Hope.

Stan Hullender, co-chair of Fly for Hope, explained that monies are raised from special races, pigeon shows and sales, with all proceeds going to City of Hope. Many members also give personal donations.

"For lots of people in the club, it becomes personal, myself included," said Hullender. Both of his parents died from cancer.

Jim Vander Heide recalled fundraising events, such as auctions, that have rallied significant support. "Those were outstanding experiences —



By Carol A. Chaplin

the camaraderie we had in organizing and putting together the auctions and then the response of the pigeon community as far as supporting them,” he said. “Birds were donated by the most famous flyers in the U.S. and put up for auction.”

Many flyers began their hobby when they were young, and Gary Berthiaume, immediate past chair of the Fly for Hope council, was no different.

“A lot of kids like me were introduced to pigeons after World War II,” he said. “When the war ended, the American military signal corps had all these pigeons that had been used as messengers. The military were selling pigeons to whoever wanted them for \$6 a crate. All across America, pigeons made their way into neighborhoods. We had neighbors that had pigeons purchased from the military sales.

“When we moved from Massachusetts, our house was on a few acres in the Antelope Valley and my dad got chickens, pigs and pigeons from a neighbor. I took a keen interest in the pigeons. By the time I was 13, I joined the local racing pigeon club and have enjoyed racing and having pigeons

as pets ever since.”

Larry Cook approached Berthiaume about the Fly for Hope program. Each council member belongs to a local club, so Cook gave Berthiaume literature from City of Hope to take back to the other members at the Bakersfield Racing Pigeons club.

“It just spun off from there that people started thinking of ways that we could make a contribution,” Berthiaume said.

Fly for Hope members statewide meet every June at City of Hope’s Duarte, Calif., campus. In 2010, the group surpassed the \$1 million mark in total donations. The group is enthusiastically working toward its second million-dollar contribution but, like many other organizations, it has run into fundraising challenges due to tough economic times. Wilson and other group members are committed to supporting cancer research despite the downturn.

“It’s extremely crucial that we continue to monetarily support City of Hope and the research teams in discovering cancer cures,” Wilson said. “It is of paramount importance that we remain focused; lives depend on it.” **CN**

The Power of Hope campaign aims to raise \$1 billion to support the institution's mission to cure and prevent cancer, diabetes and other life-threatening diseases. The campaign is nationally chaired by Tony Markel, vice chair of the Markel Corporation, a major insurance company. The campaign will culminate in 2013, coinciding with City of Hope's 100th anniversary.

Learn more about the Power of Hope campaign, watch campaign videos, read why friends and supporters believe in City of Hope or donate online at www.powerofhopecampaign.org.

The Power of Hope goes mobile for the 123rd Tournament of Roses' Rose Parade

By Alicia Di Rado





From concept to completion, the “Just Imagine the Power of Hope” float began with a painted framework, which was covered with flowers by volunteers just before the Rose Parade. The float was decorated with more than 3,400 roses of bright yellow, white, hot pink, light pink, orange and dark lavender, more than 1,000 yellow and light pink carnations, and almost 2,000 gerberas in hot pink, yellow, dark lavender and medium orange.



Around the time City of Hope and the city of Duarte, Calif., joined forces on their first float for the Tournament of Roses’ Rose Parade, the U.S. was pulling out of Vietnam, inflation was skyrocketing and “The Godfather” was drawing throngs to movie theaters.

For 38 years, City of Hope has been part of the parade that celebrates the beginning of the new year. This year’s 123rd Rose Parade chose “Just Imagine...” as its theme. The City of Hope float committee immediately came up with the name for the float: Just Imagine the Power of Hope.

When the float traveled along Colorado Boulevard, it was broadcast on television to millions around the world — a far bigger audience than when the parade first started in 1890 as a way to celebrate the area’s mild winters and to attract tourists to Pasadena, Calif.

The event grew more elaborate over the years, from horse-drawn carriages covered in flowers to motorized steel armatures covered with every imaginable organic material. Marching bands, equestrian acts and a college football game rounded out the celebration.

In 1973, Duarte planned to create its first float in the Rose Parade. Organizers set an \$11,000 fundraising goal to finance the float, which was co-sponsored by City of Hope. The city

council pledged \$2,000, so the balance was raised through events such as a merchants’ dinner held by the Duarte Chamber of Commerce at City of Hope’s auditorium.

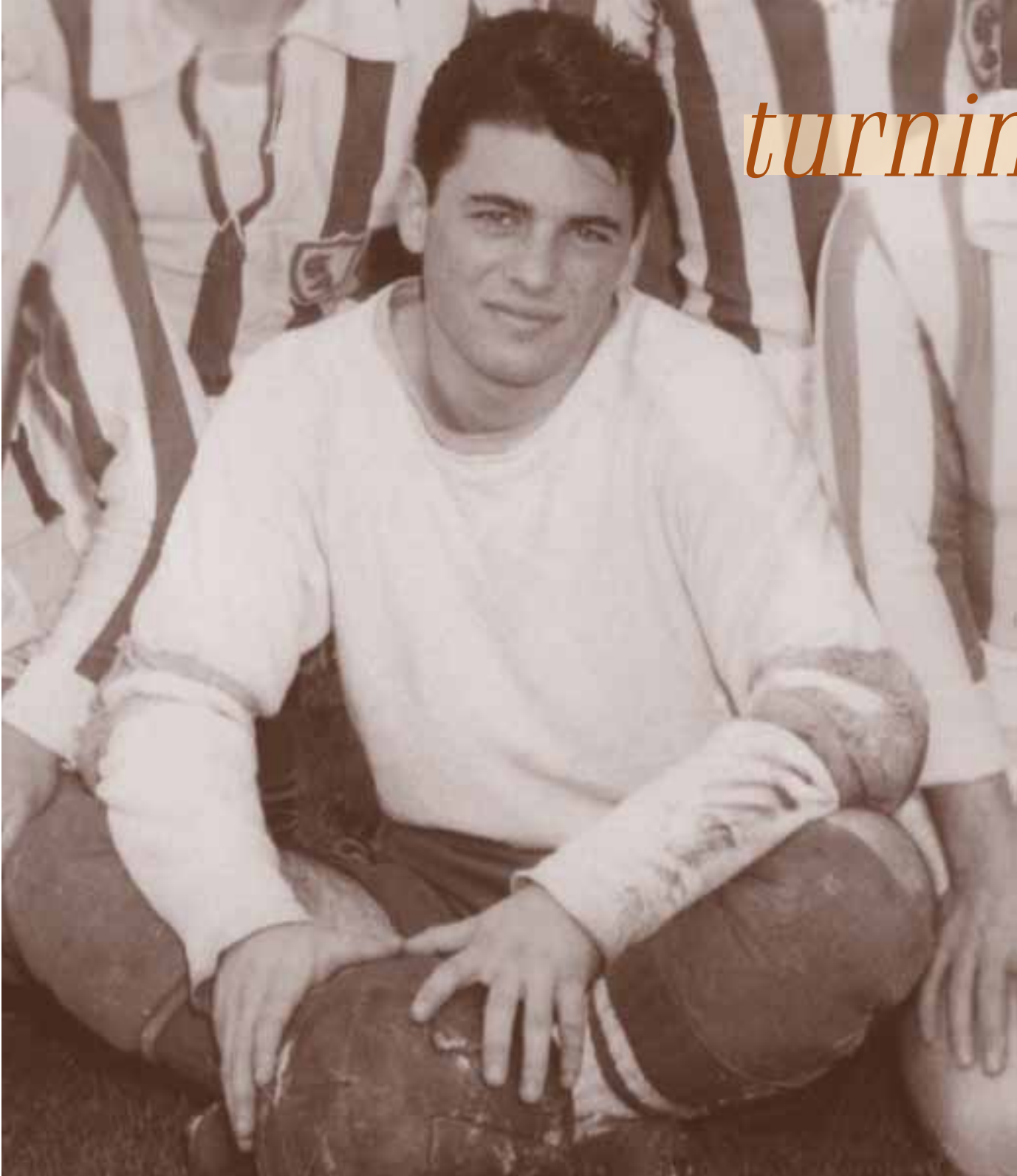
Scope, City of Hope’s employee publication at the time, reported that the first float in the 1974 Rose Parade featured the *Spirit of Life*® fountain on a 16-foot-high, 18-foot-wide, 50-foot-long chassis.

In 2012, the fountain returned to its place atop the float: The new float’s centerpiece featured a 22-foot-tall replica. Around the fountain was a replica of the Golter Gate in the Rose Garden and “floragraphs” (floral portraits) of donors, staff and patients from Power of Hope campaign banners. A floral DNA strand decorated the front of the float, which was funded through donations entirely separate from gifts to City of Hope.

Continuing City of Hope’s tradition, seven pediatric patients, two nurses and one physician rode atop the float, representing those whose continued advocacy has made City of Hope the unique institution it is today. **C N**

Sponsorship of the pediatric patients riding on City of Hope’s float was provided by: Angelica Corporation, Berg Electric, DPR Construction, Image 2000, Layton Construction, Perkins + Will and Sodexo.

My Turn



Peter Zarcades played soccer at Stanford University. He is founding partner of real estate investment company The Midtown Niki Group.

twice to HOPE



By Peter Zarcades

IOWE A LOT OF WHAT I AM TO TWO INSTITUTIONS. One of them is Athens College, a wonderful elementary/high school. The other is City of Hope.

City of Hope has helped me beat two different life-threatening diseases — more than 50 years apart — and for that I'm most grateful.

I traveled from my native Greece to the U.S. in 1951 to study engineering at Stanford. At the start of my senior year, I was working as a waiter. For that job, we were required to have an X-ray to check for tuberculosis. Something showed up in the image, and it turned out that I was positive for TB.

In those days, not being a U.S. citizen, I could not be admitted to a county hospital. City of Hope was one of my few options, so I went to the hospital in Duarte. This was in September 1955.

I imagined I was heading to some kind of dismal ward with a whole bunch of people in one huge room, one bed next to the other. Instead, when I got to City of Hope, the TB ward had rooms that were more like cottages, each surrounded by a garden.

Not only were the doctors wonderful, they were at the forefront of available technology. I was given medicine that had not been available just a few years before. Those are the same drugs, in fact, that are still used now for TB.

I must say, except for the fact I was anxious to get back and complete my degree, it was really a wonderful existence. Mine was a minimal case, so I was not bedridden. As I improved, I was allowed out to go to the City of Hope movie theater. I also could visit with the other patients.

In fact, on Halloween, another TB patient and I got permission to visit the kids who were in a recently built leukemia hospital. We improvised clown outfits — dresses and makeup

from the nurses and so forth. We walked around the leukemia wards and tried to bring some joy to those kids.

I finally left three months after I arrived. I feel extremely indebted to City of Hope for what they did for me. And I haven't had any associated problems all these years, from 1955 to today.

I went on to graduate from Stanford and started working as an engineer. Once I was able financially, I started donating money to City of Hope every year.

Decades after I left the TB ward, I would turn to the medical center again. This time, it was for help dealing with a prostate cancer diagnosis three years ago.

At the time, the option of robotic surgery was not available where I live in San Diego. I found out that City of Hope was a pioneer in that kind of surgery, so I met with surgeon Mark Kawachi, M.D.

I knew that the more experience the surgeons have with robotic surgery, the more likely that the outcome would be good. So I broached the subject with Dr. Kawachi, but before I finished my question, Dr. Kawachi interrupted me with, "You would like to know how many times I performed this robotic surgery? Well, more than 3,500." And the doctors there at the time had collectively done many thousands of these urologic operations.

The surgery went smoothly and I was discharged the next day. Although it was a shorter stay than when I was there in 1955, it was still a positive experience. The hospital has obviously changed since my previous stay. It's a large, complex medical institution now.

As an immigrant to the U.S., I've been totally enamored with this country since I arrived. There were opportunities and kindness everywhere. Institutions like City of Hope reinforced that thought. It was another way of showing me that this is really a wonderful country. **C N**

Chapters and Regions

Nearly a century ago, small groups of women and men united to help City of Hope bring care and dignity to people suffering from tuberculosis. These first local chapters reached out nationwide to like-minded people in their effort to support City of Hope in the fight against disease.


Today, chapters — dedicated groups of individual volunteers who raise millions of dollars to advance innovative research, treatment and education programs — remain a critical part of City of Hope's fundraising efforts.

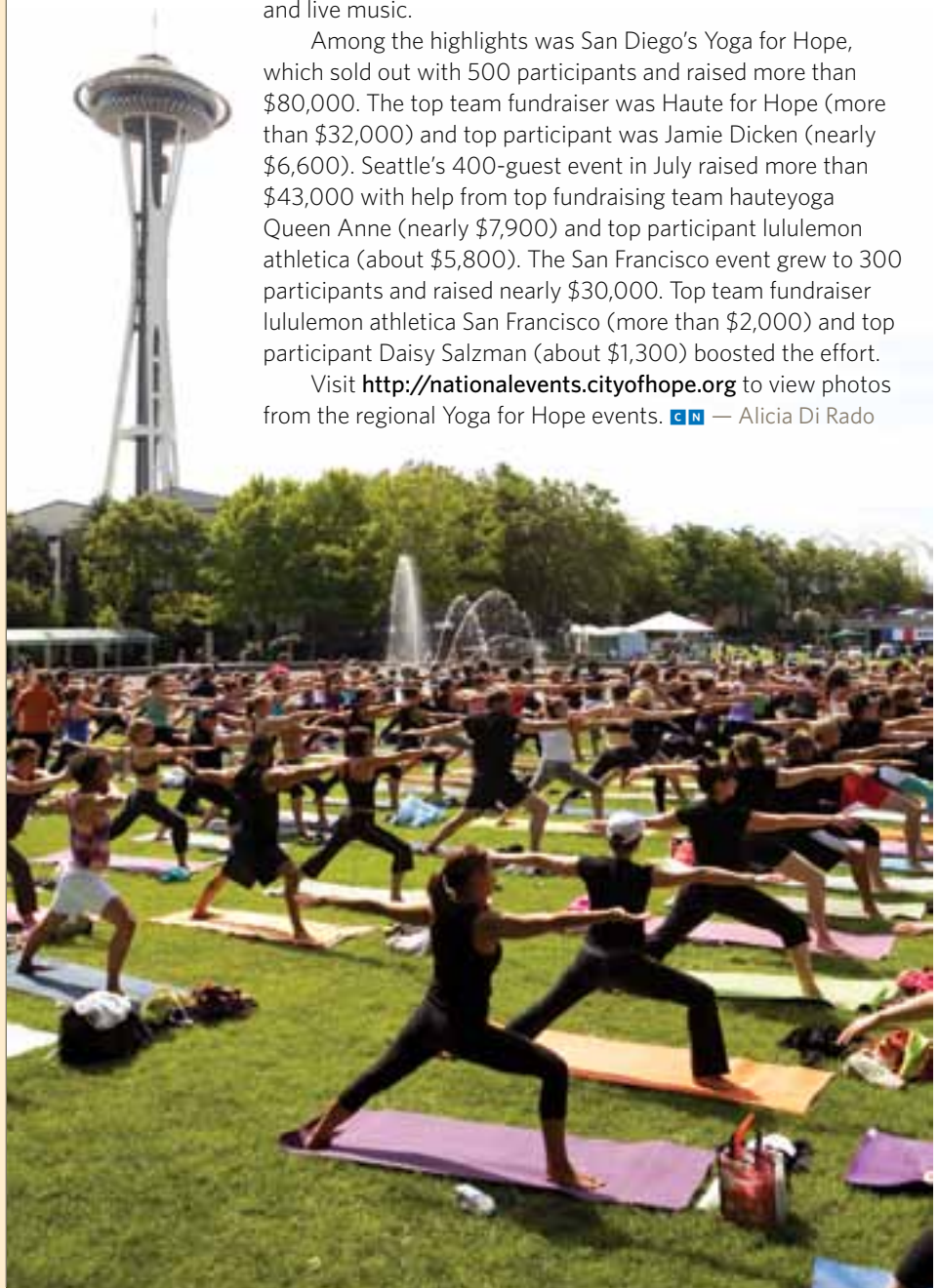
INSPIRED PEOPLE BALANCE FITNESS AND FUNDRAISING DURING YOGA FOR HOPE

They flexed in cow pose and stretched in downward dog. They rocked like happy babies and stood strong like warriors. Whatever the pose, hundreds of City of Hope supporters used their yoga skills in 2011 to back the cause through Yoga for Hope.

San Diego, Seattle, San Francisco, Philadelphia and Phoenix all hosted Yoga for Hope fundraising events. Each featured renowned yoga instructors and live music.

Among the highlights was San Diego's Yoga for Hope, which sold out with 500 participants and raised more than \$80,000. The top team fundraiser was Haute for Hope (more than \$32,000) and top participant was Jamie Dicken (nearly \$6,600). Seattle's 400-guest event in July raised more than \$43,000 with help from top fundraising team hauteyoga Queen Anne (nearly \$7,900) and top participant lululemon athletica (about \$5,800). The San Francisco event grew to 300 participants and raised nearly \$30,000. Top team fundraiser lululemon athletica San Francisco (more than \$2,000) and top participant Daisy Salzman (about \$1,300) boosted the effort.

Visit <http://nationalevents.cityofhope.org> to view photos from the regional Yoga for Hope events.  — Alicia Di Rado



DECADE MARK FOR OFFSIE MEMORIAL WALK



The Edison, N.J. Chapter hosted the Michele Offsie Memorial Walk.

Edison, N.J. — A decade after her heartfelt pledge, Janna Zuckerman has nearly reached her dream.

In 2002, Zuckerman, then a teenager, made a personal promise to raise \$1 million to fight cancer by

the time she graduated from college. She was moved to make the commitment after Michelle Offsie, a family friend, died of breast cancer.

Zuckerman graduated from Towson University in Maryland in May 2011 — and the Michelle Offsie Memorial Walk that she founded has raised nearly \$900,000 in support of cancer research, treatment and education at City of Hope. The Edison, N.J. Chapter hosted the 10th annual walk on June 5 with support from 2,000 participants, Edison Township, Edison Public School District and hundreds of volunteers who have made the event a success. **C N** — Michele DiVeterano

SPIRIT OF LIFE® AWARD TO DEDICATED MEMBER AND SUPPORTERS



From left, honorees Laura Geller and Robin Roberts, and honoree and chapter co-president Honey Cook

New York — The East End Chapter/Jeanne Kaye League presented *Spirit of Life*® Awards to television broadcaster Robin Roberts of “Good Morning America,” Laura Geller, founder of Laura Geller Makeup Inc., and one of its own, Honey Cook, chapter co-president.

Nearly 500 people attended the May 25, 2011, event in New York City, which raised more than \$330,000 for City of Hope.

“My own personal experience of fighting and being able to overcome breast cancer is due to the medical and scientific advances of cancer centers like City of Hope that are dedicated to finding cures,” said Roberts.

Geller added: “I’ve witnessed the ways that cancer deeply affects the lives of my family and friends. This is why I encourage everyone to support organizations such as City of Hope that are leading the way in advanced research and treatment so that more lives can be saved.”

Cook has been a strong force as a member of the chapter for more than 30 years, and has served as a chapter president for almost half of that time. “I’m honored to be recognized by an organization that I have been involved with for many years,” she said. “I continue to believe in the lifesaving work City of Hope does and their commitment to defeating cancer for the generations to come.” **C N** — Laura Kim

SINGER ANNUAL LUNCHEON RAISES \$30,000



Arlene Orlansky (left) and Marian Greenberg

San Diego — The Gussie K. Singer Chapter’s annual Mother’s Day luncheon in May 2011 not only raised funds to fight cancer, but also honored a local mom whose son was treated successfully for cancer at City of Hope.

Pam Cotta was honored as “Mother of the Year” at the event; her now-13-year-old son,

Marshall, was treated for primitive neuroectodermal tumor, a rare cancer with an extremely poor prognosis that generally affects children and teens, at City of Hope in 1998. The family has supported research at the institution for many years.

More than 100 guests gathered at the San Diego Hilton Bayfront Hotel for the event. Chapter leaders Arlene Orlansky, president, and Marian Greenberg, vice president, spearheaded the luncheon’s fundraising efforts, which resulted in more than \$30,000 for research and treatment programs at City of Hope.

The Gussie K. Singer Chapter was founded in 1928 as the Jewish Consumptive Relief Association of San Diego. It was the fourth chapter formed and is currently the longest-standing City of Hope chapter. About 58 active members currently fill its roster; the oldest member is 93 years old.

Chapter members renamed the group to honor the dedication and commitment of Gussie K. Singer, a longtime, dynamic volunteer, after her death in 1989. Singer, whose own daughter died from cancer, was motivated to support children with cancer and other parents whose children were ill. She and her husband, Stanley Singer, became ardent supporters of City of Hope. **C N** — Laura Kim

Music and Entertainment Industry Group

MUSICAL KINGDOM

TRIBUTES, TALENT AND TUNES COME OUT FOR ENTERTAINMENT LEADERS



The Azoff family is recognized by family and supporters as members of the Eagles rock group stand behind them.

Stars gathered in Los Angeles to honor leaders from the world of entertainment, and patients at City of Hope and beyond will benefit from the event.

More than 4,000 music and performance artists, entertainment innovators and City of Hope supporters came together on May 7, 2011, to honor Shelli and Irving Azoff with City of Hope's highest philanthropic honor, The *Spirit of Life*® Award. Irving Azoff is chair of the board of Live Nation Entertainment, the world's largest entertainment company.

The Azoffs, who are the first couple from the Music and Entertainment Industry to receive The *Spirit of Life* Award, are deeply committed to the fight against cancer. Proceeds from the evening benefited research, treatment and education programs for cancer, diabetes, HIV/AIDS and other life-threatening diseases at City of Hope.

The evening began at the Gibson Amphitheatre with Darren Criss and the Warblers from the television show "Glee." Afterward, audience members watched a video about City of Hope's Power of Hope campaign and listened to words from Michael A. Friedman, M.D., president and chief executive officer (CEO) of City of Hope.

Then the Eagles took the stage, performing classic

Pictured right and below, Darren Criss and the Warblers and the Eagles were part of the evening's musical entertainment.



rock hits like "Take It Easy" and "Life in the Fast Lane." After their set, the Eagles presented The *Spirit of Life* Award to the Azoffs, who shared the recognition with their family members on stage.

The event closed with a private evening at Universal Studios, where the Kardashian family — from the reality show "Keeping Up with the Kardashians" — hosted tram tours, and pop band Big Time Rush and 15-year-old singer-songwriter Cody Simpson performed live. Guests also enjoyed Universal Studios' rides, attractions and restaurants late into the evening.

In addition to leading Live Nation Entertainment, Irving Azoff is chair and CEO of Front Line Management Group.

City of Hope's Music and Entertainment Industry group has honored many of the field's most successful leaders and innovators with The *Spirit of Life* Award, including Tim Leiweke, president and CEO of AEG, Doug Morris, chair and CEO of Universal Music Group, and Bob Cavallo, chair of Disney Music Group.

For more information about City of Hope's Music and Entertainment Industry, visit www.cityofhope.org.

CN — Laura Kim

DRESSED TO HEAL

COLLECTIBLE “HOPE, LOVE AND ROCK & ROLL” T-SHIRTS SUPPORT RESEARCH AND TREATMENT



Bring Justin Bieber close to your heart. Let Barbra Streisand caress your shoulders. Bieber and Streisand are just two of the 28 popular music artists whose images currently adorn T-shirts that support City of Hope’s cancer research and treatment programs. When fans purchase “Hope, Love and Rock & Roll” T-shirts from the artists’ official websites or at CityofHopeShop.com, at least 50 percent of the retail price will benefit City of Hope.

Each collectible T-shirt features a participating artist, including Lady Gaga, John Lennon, Tom Petty and the Heartbreakers, Green Day, Sugarland, Eminem, Ozzy Osbourne, Kiss and Rihanna. More artists will be announced throughout the year-long effort.

The program is the latest in a long history of music industry support of City of Hope. Since its creation in 1973, City of Hope’s Music and Entertainment Industry group has raised more than \$96 million.

“I’m a big believer in the power of music to connect and heal,” said Irving Azoff, chair of Live Nation Entertainment, which partnered with the artists and music merchandising company Bravado International on the effort. “I’m so grateful to the many artists and friends who are contributing to the unique Hope, Love and Rock & Roll merchandise program supporting City of Hope, an organization my wife, Shelli, and I are deeply committed to.”

The Azoffs are both Music and Entertainment Industry group members and were honored by City of Hope in May 2011.

“The artists in this program inspire millions of fans through their music and example,” Shelli Azoff said. “I’m personally inspired by City of Hope’s doctors and researchers, who work every day to develop treatments and cures for life-threatening illnesses, and I am delighted that music fans can join Irving and me in supporting this important organization just by purchasing one-of-a-kind T-shirts.”

To purchase the limited-edition shirts or to learn more, visit CityofHopeShop.com. **CN** — Roya Alt

Industry Groups

NATIONAL HOME FURNISHINGS INDUSTRY GOES COAST TO COAST TO RAISE FUNDS



Cruise for Hope honored Simon Kaplan.

City of Hope's National Home Furnishings Industry went coast to coast this year to accomplish one of its most successful fundraising efforts against cancer, diabetes and other serious diseases.

Starting in Orange County, Calif., bed manufacturing executive Earl S. Kluff, chief executive officer (CEO) and founder of bedding company E.S. Kluff & Company, together with his wife, Pam Kluff, helped push City of Hope's West Coast Golf and Tennis Tournament in June to one of its most successful fundraising marks ever.

The event's fundraising total reached \$750,000 thanks in part to the Kluffs' donation of what has been called the most luxurious mattress in America. Valued at \$33,000, the mattress was sold at auction. Earl Kluff was honored with City of Hope's Lifetime Achievement Award at the event at the Coto de Caza Golf and Racquet Club.

Fundraising continued in the Midwest as the industry hosted "A Night at the Museum," an evening at the Art Institute of Chicago celebrating the convergence of art and science. Industry executives came together at the August 2011 event to learn more about the latest research developments at City of Hope, as well as to peruse exhibits and participate in a silent auction. This first-of-its-kind event raised \$68,000 for City of Hope.

Heading east, the inaugural Cruise for Hope honoring Simon Kaplan, CEO of Value City Furniture NJ and Ashley Home Stores, took place in September on the Hudson River in New York. This tribute dinner closely coincided with the 10th anniversary of the Sept. 11 attacks and included a special memorial in its program. With support from various sectors of the home furnishings industry, the event raised \$102,000.

Fundraising initiatives for the National Home Furnishings Industry will culminate with a *Spirit of Life*® dinner in April honoring Bob Sherman, CEO and president of Serta Mattress Company, and Jeffrey Seaman, co-founder of Rooms To Go, in High Point, N.C. **CN** — Cheryl Regan



Earl S. Kluff is a third-generation mattress maker who designed and created the original modern luxury mattress.

REAL ESTATE AND CONSTRUCTION LEADERS BUILD RECORD-BREAKING FUNDRAISING EFFORT

Members of the Northern California Real Estate & Construction (REC) Council raised the most funds in their group's history for City of Hope through their annual *Spirit of Life*® dinner in San Francisco in May 2011.

Constance B. Moore, president and chief executive officer of BRE Properties Inc., was honored with The *Spirit of Life* Award for her outstanding leadership and philanthropic contributions.

The event raised more than \$653,000 to help battle cancer and other life-threatening diseases. During the program, attendees gave generously to raise \$108,000 for a "fund-a-need" program, which helped City of Hope's Department of Hematology & Hematopoietic Cell Transplantation purchase important scientific and medical equipment.

In addition, guests listened to talks from cancer survivor Randy Everett and Tony Markel, vice chair of the Markel Corporation and national chair of the Power of Hope campaign.

The REC Council has raised nearly \$4 million for research and treatment programs at City of Hope since 1986. **CN** — Laura Kim



Tom Sullivan of Wilson Meany Sullivan and a REC Council board member, *Spirit of Life* honoree Constance Moore, and Tony Markel, Power of Hope campaign national chair



Jeff Schwartz of the Cricket Company presented Joico's Sara Jones with The Spirit of Life Award.

SALON INDUSTRY LEADERS RAISE MORE THAN \$1 MILLION

Executives and supporters from the National Professional Salon Industry gathered recently to honor one of the business' most respected leaders and raise funds for City of Hope.

Sara Jones, senior vice president and general manager of Joico, received The Spirit of Life® Award, City of Hope's highest philanthropic recognition. An audience of more than 600 celebrated Jones at the July gala, which raised more than \$1.1 million for research and treatment programs at City of Hope.

"City of Hope's compassionate care and innovative science helps save lives," Jones said. "Joico and the salon industry join City of Hope in the fight against cancer. Together, I believe we can make an important difference in the lives of patients and families battling this devastating disease."

Actress and comedienne Aisha Tyler played host and provided entertainment at the event, which took place in Las Vegas during the Professional Beauty Association's Beauty Week.

Joico's fundraising efforts incorporated mobile giving and the Web. One initiative enabled supporters to donate \$10 to City of Hope from their cell phones via text message. Another — the online "Joi of Summer" fundraising drive — encouraged the hair-care brand's Facebook fans to give.

The National Professional Salon Industry has raised \$13 million for City of Hope since its inception in 1981. [C N](#) — Laura Kim

COURAGEOUS STORY TOUCHES GENEROUS INDUSTRY MEMBERS

Pat Snavelly, Bimbo Bakeries regional manager of retail accounts, understands why it is important to back innovative cancer research: His brother was treated for the disease at City of Hope. His story of illness and survival was so moving that it inspired thousands of dollars in donations during the recent 19th annual Washington Golf Tournament.

City of Hope's Pacific Northwest Food Industries Circle and Darigold, one of the nation's leading dairy processors and a City of Hope partner for 22 years, hosted the sold-out event on June 20, 2011, raising \$105,000 for lifesaving cancer research and treatment programs. The tournament was held at the Redmond Ridge golf course in Redmond, Wash. [C N](#) — Laura Kim



Pat Snavelly, Bimbo Bakeries regional manager of retail accounts, inspired a sold-out crowd at the 19th annual Washington Golf Tournament.

Supporting Hope



PITCH PERFECT FOR THINKCURE

When Hannah Komai was a little girl, she always took her catcher's mitt with her to watch baseball games at Dodger Stadium — just in case a home run sailed her way.

At age 21, Komai again returned to the stadium with a glove for a summer game. But this time she stepped onto the pitcher's mound to throw the honorary first pitch, hurling a baseball to her father, Neil Komai — a cancer survivor, just like her. Hugging her dad after their achievement, Komai later declared, "It was the best day of my life."

The Komais were featured as part of ThinkCure Weekend at Dodger Stadium. ThinkCure, the official charity of the Los Angeles Dodgers, supports cancer research at City of Hope and Children's Hospital Los Angeles. Activities during the June 24 to 26, 2011, event included an online auction and radio and television interviews with cancer survivors, Dodgers players, coaches and celebrities.

City of Hope patient and U.S. Army 1st Lt. Vincent Garcia also was honored by the Dodgers as "Veteran of the Game" during the event.



This year's ThinkCure Weekend raised more than \$350,000 for cancer research at both institutions.

C N — Roberta Nichols

Far left, City of Hope patient Hannah Komai celebrates after throwing out the first pitch during ThinkCure Weekend; U.S. Army 1st Lt. Vincent Garcia was honored by the Dodgers.

JOSIE MARAN COSMETICS CELEBRATES STRONG MOTHERS

Josie Maran Cosmetics hosted a mother-daughter brunch at City of Hope in May 2011 to recognize the beauty and courage of mothers who have been touched by cancer. Following the brunch, patients and their family members received complimentary makeup touch-ups and lip products from the Josie Maran collection.

"I am inspired by the strength and bravery of the patients at City of Hope," said Josie Maran. "I am especially honored to pass along the gift of natural beauty and help each woman feel beautiful inside and out."

About 50 patients and guests attended the event and met Maran, her daughter Rumi and mother Roberta.

In 2010, Josie Maran Cosmetics launched the "Get One Give One" (GOGO) program benefiting City of Hope. For each GOGO mascara purchased through August, the company donates one to a City of Hope patient or survivor — up to 5,000 — and for each mascara sold above the 5,000, the company will donate \$1 to breast cancer research, treatment and education. **C N** — Laura Kim

HYDRATE FOR HOPE

Prominent skincare company Murad has joined City of Hope in the fight against women's cancers.

Murad recently created a limited-edition "Hydrate for Hope" duo, a special set of its bestselling Hydro-Dynamic Ultimate Moisture product. For every Hydrate for Hope duo purchased, Murad will donate 10 percent of the purchase price to City of Hope's Women's Cancers Program, which advances research into breast, ovarian and other cancers specific to women. The promotion will contribute a minimum of \$50,000 to City of Hope, with a goal of raising \$1 million.

"Hydrate for Hope" is available at Murad.com, Sephora.com and leading salons and spas, while supplies last. Visit www.murad.com/city-of-hope.jsp for more information. **C N** — Tracy Kawashima



"AMERICAN IDOL" WINNER AND COUNTRY MUSIC STARS TAKE THE FIELD AGAINST CANCER



Country music artist David Nail autographs City of Hope Celebrity Softball Challenge posters for fans at the game.

The 2011 "American Idol" winner Scotty McCreery and runner-up Lauren Alaina faced off once again — but this time, with bats and gloves instead of microphones — to benefit City of Hope.

The pair joined a cadre of celebrities supporting cancer research and treatment at the 21st annual City of Hope Celebrity Softball Challenge in June. The game, an official part of the Country Music Awards Music Festival in Nashville, Tenn., raised nearly \$200,000 for City of Hope.

Long-time rival teams After MidNite with Blair Garner and Grand Ole Opry competed in the four-inning match-up, which saw After MidNite beat the Opry team 9 to 5.

Competitors included country music stars Vince Gill, Brett Eldredge, Chuck Wicks, David Nail, Jake Owen, James Wesley, Joe Nichols, Kerry Collins and LoCash Cowboys. Placekicker Rob Bironas of the Tennessee Titans professional football team, Headline News anchor Robin Meade, singer Denise Jones of the music group Point of Grace, and Blake Geoffrion and Nick Spaling of the Nashville Predators professional hockey team participated, as well.

The Celebrity Softball Challenge has raised more than \$2 million for City of Hope since it began more than two decades ago. *PEOPLE* Country magazine served as presenting media sponsor for the 2011 event. Other sponsors included office products company Staples and health insurer Humana. **CN** — Laura Kim

MATCHING GIFT PROGRAMS TOP \$5 MILLION

The annual slate of National Office Products Industry matching gift programs drew substantial support for City of Hope. Recently completed programs sponsored by Office Depot, 3M and 3M's Post-it Notes brand raised more than \$1.3 million for the year. By pledging to match consumers' donations to City of Hope, the programs encouraged about 24,000 donors from outside the office products industry to give.

Office Depot, 3M and Post-it each matched consumers' donations dollar-for-dollar up to \$100,000. Together, the three programs have raised \$5.4 million to date for City of Hope. **CN** — Christa Thomas

RESEARCH AND COMPASSIONATE CARE HIGHLIGHTED TO NATIONAL AUDIENCE

Birkenstock, a leading footwear brand known for health and wellness, sponsored an advertorial in *Ladies' Home Journal* that showcased City of Hope's commitment to supportive care as part of a comprehensive health and healing regimen. The advertorial ran in the June 2011 issue and reached more than 3.2 million readers. **CN** — Tracy Kawashima



THE WALKING COMPANY STEPS UP FOR HOPE

In conjunction with Breast Cancer Awareness Month in October, The Walking Company, the world's largest retailer of comfort footwear, put its best foot forward for City of Hope.



A national "Walking for Hope" promotion created by the company featured pink ribbon shoes from such brands as UGG Australia, Dansko and ECCO at all 200 retail locations. It also signed on as a national sponsor of Walk for Hope Nationally Presented by Staples, a series of nationwide fundraising walks that support the fight against women's cancers.

The in-store and online promotions featured specially marked shoes that yielded a contribution of 5 percent of the retail price for breast cancer research, treatment and education at City of Hope, with a minimum combined commitment of \$75,000. **CN** — Sarah Winfrey

Picture the Past

In 2013, City of Hope celebrates its 100th anniversary. As a precursor to the upcoming celebration, photos and stories from the City of Hope Archives will reflect the institution's rich history, showcasing its scientific achievements, compassionate patient care and philanthropic achievements from the past century.

Hope springs eternal

The birth of the *Spirit of Life*® sculpture and fountain

By Susan Douglass Yates

Initially conceived in 1963 as a tribute to the memory of President John F. Kennedy, the *Spirit of Life*® sculpture at the medical center entrance has served as the symbol of City of Hope for more than four decades.

Robert I. Russin, an internationally renowned sculptor and professor of art at the University of Wyoming, was originally commissioned to create a bas relief for the medical center's exterior. A bas relief is a sculpture technique in which a design is carved from a flat surface so that it projects from the background panel. The idea evolved into creating a free-standing sculpture that would reflect the spirit and essence of City of Hope.

Russin worked on the sculpture and fountain for three years, at one point taking a leave of absence from his academic position to move with his family to Monrovia, Calif., so he could work full-time on the piece. The final result was a nine-foot bronze statue perched on three marble tiers that were quarried and cut in Italy. The assembly was accentuated with water jets and centered in a 30-foot circular reflecting pool.

Installed in April 1967, the piece was dedicated on July 2, drawing more than 700 guests to the ceremony. Speakers included author Irving Stone, recognized for his biographical novels of historic figures, and noted actor/producer Carl Reiner, best known for his part in the iconic television series "The Dick Van Dyke Show."

The *Spirit of Life* became the new symbol for City of Hope, conveying the concepts of optimism and humanitarian service. [C N](#)



Cards for Hope

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