

Date:5/27/2008[Outline] [RSS & Subscription]

Breast Cancer Information

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Stars from film, television, sports, journalism and music come together for September 5th prime time television event to raise funds for cancer research

Katie Couric on Suboxone®

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NEW YORK and LOS ANGELES, May 27 /PRNewswire-USNewswire/ -- Stand Up To Cancer

Breast cancer

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(<http://www.standup2cancer.org>), a new initiative to raise philanthropic dollars for accelerating ground-breaking research, will launch tomorrow through an unprecedented collaboration uniting the major television networks, entertainment industry executives, celebrities and prominent leaders in cancer research and patient advocacy. ABC, CBS and NBC will donate one hour of simultaneous commercial-free primetime for a nationally televised fundraising event to air on September 5, 2008 (8 pm EDT and PDT), aimed at rallying the public around the goal of ending cancer's reign as a leading cause of death.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080527/DC23532LOGO>)

Network evening news anchors Charles Gibson, Katie Couric and Brian Williams will announce the initiative together during live appearances tomorrow on ABC's "Good Morning America," CBS's "The Early Show," and NBC's "TODAY show."

"For people struggling with this disease, or those who will be diagnosed, scientific breakthroughs can be a matter of life or death -- literally. We want everyone to know that they can make a difference in this fight," said Couric. "Television is a notoriously competitive business. For the three major broadcast networks to join forces is a wonderful example of the power of working together, and we're very grateful to have the opportunity to reach people all over the country through this show."

"As a motion picture and television producer, I've learned how incredibly powerful these mediums can be in generating public discourse, sometimes almost overnight. Our goal with this

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Page: 1 2 3 4 5 6 7 8

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