



ABC, CBS, NBC Announce Historic Collaboration to 'Stand Up To Cancer'

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

NEW YORK and LOS ANGELES, May 27 /PRNewswire-USNewswire/ -- Stand Up To Cancer (www.standup2cancer.org), a new initiative to raise f

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080527/DC23532>)

Network evening news anchors Charles Gibson, Katie Couric and Brian Williams will announce the initiative together during live appea

"For people struggling with this disease, or those who will be diagnosed, scientific breakthroughs can be a matter of life or death

"As a motion picture and television producer, I've learned how incredibly powerful these mediums can be in generating public discour

The Stand Up To Cancer special will feature live performances by legendary recording artists and stars from film and television who

Stand Up To Cancer (SU2C) is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was

The SU2C leadership team includes Katie Couric; the Entertainment Industry Foundation, represented by Board of Directors Chairpersor

"The statistics are staggering," Gibson said. "Cancer claims one person every minute of every day in the United States. Every year

"Not only has cancer touched all of our media organizations in profound ways, but it has touched each of us personally. This extraor

New developments in the laboratory are revealing the way cancer begins, progresses and spreads. Stand Up To Cancer is founded on th

Co-Chair of the Disney Media Networks and President of the Disney-ABC Television Group Anne Sweeney, CBS Corporation President and C

"Everyone in our country has been touched by cancer in some way, shape or form. The thought that we could, in one hour of televisior

"Television is a uniquely powerful medium and the networks joining forces offer an unparalleled opportunity to communicate loud and

"We've gone to the moon and pioneered a technology that revolutionized the way the world communicates. Applying that same innovatic

AN INNOVATIVE RESEARCH MODEL

Stand Up To Cancer's innovative approach to research is designed to eliminate barriers that have traditionally inhibited creativity

The American Association for Cancer Research (AACR) will conduct expert scientific review of the research projects and administer fu

"I am pleased that AACR is a partner in the Stand Up To Cancer initiative," said Raymond N. DuBois, M.D., Ph.D., AACR President and

A Stand Up To Cancer Advocate Advisory Council is being formed, and will include leaders from approximately 25 organizations. Addit

INITIATIVE DETAILS

In addition to the nationally televised network fundraising event, other key elements of the initiative include:

-- Standup2cancer.org -- With both interactive applications and rich content, the SU2C web site will foster an online community for

-- Public Service Announcement (PSA) Campaign - A series of TV, radio and print PSAs featuring celebrities and members of the genera

"I have lost beloved family members and friends to this dreaded disease," said Sherry Lansing. "Sometimes I feel as if cancer is ar

Major League Baseball was the first donor to contribute to Stand Up To Cancer. "This initiative has presented an historic and uniqu

Many other leading organizations have joined in supporting its mission, including AARP, Alliance for Global Good, AOL, Conde Nast Me

Cancer advocacy and support groups collaborating with Stand Up To Cancer include: The Lance Armstrong Foundation, American Cancer S

About AACR

The American Association for Cancer Research (AACR) is the oldest and largest scientific organization in the world focusing on every

About the Entertainment Industry Foundation

The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, has distributed hur

About the Noreen Fraser Foundation

The Noreen Fraser Foundation utilizes film, television and web technologies to raise money as well as to educate and raise awareness

Media Contacts:

Ketchum Global Media Network

Nicholas Scibetta -- 646.935.4067 or 646.469.4091 mobile

nicholas.scibetta@ketchum.com

ABC

Jeffrey Schneider -- 212.456.3587

jeffrey.w.schneider@abc.com

Kevin Brockman -- 818.460.6655

kevin.m.brockman@disney.com

CBS

Sandy Genelius -- 212.975.7525

smg@cbsnews.com

Phil Gonzales -- 323.575.2028

phil.gonzales@tvc.cbs.com

NBC

Allison Gollust -- 212.664.3220

allison.gollust@nbcuni.com

Stand Up To Cancer

Kathleen Lobb -- 212.522.4278

klobb@eifoundation.org

AACR

Staci Goldberg - 267.646.0616

staci.goldberg@aacr.org

SOURCE Stand Up To Cancer

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