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John C. Senall, 716-845-1038 / cell: 361-9124

Pediatric Cancer Patients Unveil *Living Masterpieces* Collection of Holiday Cards & Gifts Benefiting Cancer Research, Care

Products now available online, at retail locations and by phone to help save lives.

(BUFFALO, NY) A talented group of young cancer patients has unveiled a new line of colorful cards and gifts in time for the holidays to benefit Roswell Park Cancer Institute (RPCI).

The patient-artists joined Roswell Park doctors, scientists and volunteers on October 24 at RPCI to show off their 17th annual collection from The Paint Box Project™, themed *Living Masterpieces*, and to ask for the public's help again this year through its purchases.

Jennifer Prince Bronstein, Art Committee Chair and a volunteer with the Roswell Park Alliance, said that the children and families involved in the program create drawings at art parties throughout the year. The artworks are then transformed into products sold locally and across the country to help save lives.

“We wanted to touch on the beauty of these children through the *Living Masterpieces* theme,” explained Bronstein. “Some are current patients and some are survivors, and they’re giving of themselves to help others facing this disease.”

According to Candace Johnson, PhD, the Robert, Lew and Ann Wallace Chair for Translational Research at Roswell Park, The Paint Box Project raises needed funds for groundbreaking cancer research and compassionate patient care programs—efforts that help cancer patients of every age and diagnosis.

“This initiative has raised more than \$15.2 million since its start and these dollars make an enormous impact on our work,” said Johnson. She explained that each and every purchase from The Paint Box Project helps provide start-up funds for innovative new research, as well as flexible funding for programs such as patient education, transportation, lodging and psychological support.

Cancer patient Jennifer Lalley, age 20, who is in remission from non-Hodgkin's lymphoma, knows firsthand about the need for such support. Along with the programs funded by the card and gift sale, she credits The Paint Box Project with helping young patients like her during their cancer battles.

MORE

Cards for Cancer, add 1

“I believe that a good attitude is crucial to fighting a life-threatening disease,” said Lalley, who is now a student at Ohio State University. “This program took my mind off of my situation and brought me joy. There are no words to describe my gratitude for the people who have saved my life ... The Paint Box project allows us to thank the people who treated us.”

This year’s collection features over 80 products, including new cards for Thanksgiving, Christmas, Hanukkah and New Year’s. Gifts featuring or inspired by the children’s artwork include handmade jewelry by local artisans, ornaments, Light of Hope candles, fleece blankets and Crazy Hat Buffalo Gear tees and sweats (created in collaboration with artist Michael Morgulis of New Buffalo Graphics). Shoppers may also choose from a complete line of gourmet Choco-Logo chocolates and gift baskets.

Great Arrow Graphics (maker of hand-silk-screened cards) has teamed up with artists from The Paint Box Project to offer eight exclusive card designs. Roswell Park’s Great Arrow cards are featured online and in Barnes & Noble stores across America.

All-new photo cards showcasing the children’s work are available through The Campos Group’s iprintfromhome.com and at Nova Photo.

Visit www.PaintBoxProject.com today to shop online, and to easily customize your card for family or business distribution. **Or visit retail sites including Tops and Wegmans stores.** Dedicated volunteers also are standing by **at 1-800-959-5931** to place orders or to provide gift ideas.

The Paint Box Project is presented by the Roswell Park Alliance Foundation with generous support from lead sponsor **Upstate Pharmacy**. Card and Gift Sponsors include: Capital Management Services, Creditors Interchange, J. W. Danforth Co., Dreamcatcher Foundation, Forbes-Capretto Homes, Geico, HSBC, Latina’s Foodland Fresh and United Graphics. Retail, Business and Media Sponsors include: Buffalo.com, The Buffalo News, Classifieds Plus, Great Arrow Graphics, iprintfromhome.com, Martin’s, MediaSource, Nova Photo, Star 102.5-FM, Tops, WBEN 930-AM, Wegmans, WIVB-TV Channel 4 and The Zenger Group.

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The Roswell Park Alliance Foundation was founded in 1991 as a not-for-profit organization to receive and administer funds supporting scientific and clinical research, state-of-the-art medical care, and patient-related activities at Roswell Park Cancer Institute (RPCI). Roswell Park, founded in 1898, is the nation’s first cancer research, treatment and education center and is the only National Cancer Institute-designated comprehensive cancer center in Upstate New York. RPCI is a member of the prestigious National Comprehensive Cancer Network, an alliance of the nation’s leading cancer centers. For more information, visit RPCI’s website at www.roswellpark.org, call 1-877-ASK-RPCI (1-877-275-7724) or e-mail askrpci@roswellpark.org.