



# UNLEASHING THE POWER OF OUR OWN IMMUNE SYSTEM TO CONQUER ALL CANCERS

## GROUNDBREAKING FOCUS

Since 1953, CRI has focused on a singular mission: support the research necessary to learn how to turn our own **immune system into a powerful weapon against cancer.**

## INNOVATIVE STRATEGY

Our **programs are each rigorously designed to address specific unmet needs and obstacles** in cancer immunotherapy research and development, from early discovery to patient clinical trials, using funding models that span traditional grant review all the way to non-profit venture capital investment.

## EMINENT LEADERSHIP

An advisory council that includes **3 Nobel Prize winners** and 29 members of the National Academy of Sciences oversees all of CRI's programs. CRI's clinical strategy is led by an **international network of more than 40 top clinicals and scientists** from over 25 of the world's leading medical research centers.

## REVOLUTIONARY IMPACT

As a direct result of **60 years of CRI's pioneering work** in the field, immunotherapies are now saving patient lives, and with **over 1,000 new treatments** in development for more than **20 different types of cancer**, immunotherapy is now widely regarded as the single **most promising** area in cancer research today.

## FAST FACTS

60 pioneering years  
1,100+ breakthrough treatments  
3,000 scientists funded  
\$250m invested  
60+ clinical trials conducted  
25 clinical trial sites globally

4 continents represented  
120 immunotherapies studied  
1,300 patients treated  
85% of funds to programs  
~\$15m in grants per year

# CANCER IMMUNOTHERAPY AWARENESS MONTH

## JUNE 2013

### WHAT?

A one-month celebration highlighting important advances in the treatment of cancer thanks to scientific breakthroughs in harnessing our immune system's power to fight all types of cancer.

### WHEN?

June 2013, and each June thereafter until immunotherapy has conquered all cancers.

### WHY?

Cancer immunotherapy is already transforming the treatment of some cancers. It has the potential to revolutionize the treatment of all cancers and save millions more lives, but more research urgently needs to be done. CIAM seeks to increase public awareness of this need and engage new supporters of the Cancer Research Institute's pioneering leadership in this promising field of medical science.

### HOW?

CIAM will raise awareness about cancer immunotherapy and funds for CRI by:

1. Promoting and hosting [free webinars](#) featuring field leaders talking about the latest breakthroughs in the field, followed by a moderated Q&A with participants.
2. Holding an anchor event on the first Friday of each June called "[Wear White for a Cure](#)" where companies encourage their employees to donate to CRI and dress all in white on that day. CRI will feature photos and video from these events, and will highlight companies that raise the most money. Companies can form teams and compete for highest fundraiser with featured mention in post-event CRI news releases.

3. Promoting the month in our [print and radio ads](#) that are planned to run throughout Nassau, Westchester, and New York counties and parts of New Jersey starting in April and May and running through June.
4. Promoting the month through [social media and email](#) with our promotional partners including [Stand Up to Cancer](#), [1-800-FLOWERS](#), the [City of New York Mayor's Office](#), and [The Fund for Park Avenue](#).
5. The Fund for Park Avenue will plant white flowers (begonias) along all the malls along Park Avenue between 63rd and 86th Streets in late May to symbolize [WHITE: the power of immunotherapy to conquer ALL cancers](#).

## WHO?

Cancer Research Institute (CRI) is the leading nonprofit organization in cancer immunotherapy research. Since 1953, CRI has pioneered and spearheaded global efforts to harness the immune system's cancer-fighting power in order to develop a new class of safer, more effective cancer treatments. CRI will spearhead promotion of the month in collaboration with our promotional and sponsorship partners. The Fund for Park Avenue will plant white flowers (begonias) along all the malls along Park Avenue between 63rd and 86th Streets to symbolize [WHITE: the power of immunotherapy to conquer ALL cancers](#). 1-800-FLOWERS will officially sponsor the event, with a dedicated line of white-themed products sold on the company's website and promoted through the company's email and social media networks with proceeds benefitting the Cancer Research Institute.

## SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available for companies. See attached menu of opportunities. If you have an idea that is not included, we would love to discuss it with you.

## INTERESTED?

To learn more about how your company can participate in Cancer Immunotherapy Awareness Month, contact [Brian M. Brewer](#), director of marketing and communications, Cancer Research Institute, at [bbrewer@cancerresearch.org](mailto:bbrewer@cancerresearch.org) or by calling (212) 688-7515 x242.

# **WEAR WHITE FOR A CURE DAY**

## **JUNE 7, 2013**

### **WHAT?**

A one-day nationwide event during Cancer Immunotherapy Awareness Month raising awareness of the power of immunotherapy to conquer all cancers, and celebrating life-saving advances in cancer treatment thanks to scientific breakthroughs in harnessing the immune system's power to fight all cancers.

### **WHEN?**

June 7, 2013, and each first Friday in June thereafter until immunotherapy has conquered all cancers.

### **WHY?**

Cancer immunotherapy is already transforming the treatment of some cancers. It has the potential to revolutionize the treatment of all cancers and save millions more lives, but more research urgently needs to be done. Wear White for a Cure Day seeks to increase public awareness of this need and engage new supporters of the Cancer Research Institute's pioneering leadership in this promising field of medical science.

### **HOW?**

Participating companies encourage their employees to register for the event and make a donation to the Cancer Research Institute as part of a company team through CRI's website. On June 7, employees wear white clothing and are encouraged to upload photographs to the Wear White for a Cure Day event page on Facebook. Participants may also share their personal stories of how cancer has touched their life. Throughout the month of June, registered participants will receive information on cancer treatment breakthroughs and will be invited to participate in a series of free online educational webinars featuring cancer immunotherapy experts with opportunity for Q&A.

## **WHY WHITE?**

Immunotherapy has the potential to help patients with almost any type of cancer. White, therefore, stands for all the cancer awareness ribbon colors combined. White also stands for support for scientists and clinicians in their white coats who work every day to discover new treatments and bring them to patients. White also represents the immune system itself (“white blood cells”). Ultimately, white represents new hope and new beginnings for patients for whom conventional cancer treatments aren’t enough.

## **WHO?**

Cancer Research Institute (CRI) ([www.cancerresearch.org](http://www.cancerresearch.org)) is the leading nonprofit organization in cancer immunotherapy research. Since 1953, CRI has pioneered and spearheaded global efforts to harness the immune system’s cancer-fighting power in order to develop a new class of safer, more effective cancer treatments. Proceeds from this event will support our work to fund cutting-edge scientific research at the world’s top laboratories and medical centers.

## **SPONSORSHIP OPPORTUNITIES**

Sponsorship opportunities are available for companies. See attached menu of opportunities. If you have an idea that is not included, we would love to discuss it with you.

## **INTERESTED?**

To learn more about how your company can participate in Wear White for a Cure, or to learn more about sponsorship opportunities, contact [Brian M. Brewer](mailto:bbrewer@cancerresearch.org), director of marketing and communications, Cancer Research Institute, at [bbrewer@cancerresearch.org](mailto:bbrewer@cancerresearch.org) or by calling (212) 688-7515 x242.