



# cancer prevention works

Cancer prevention and early detection information for your healthy life. Research. Education. Outreach.

[www.preventcancer.org](http://www.preventcancer.org)

## The National Impact of Funding Locally

Chris Wingert Teams  
Up With the Utah  
Dept. of Health to  
“Play It Safe in the Sun”

Page 4



NEWS & WELLNESS: Page 3  
**Real Reasons to Stop  
Smoking This Year**

SPOTLIGHT: Page 5  
**Modern + Majestic =  
Switzerland**

ASK THE EXPERTS: Page 6  
**Dr. Neil Christensen**



## President's Corner

Recent findings about aspirin have produced heated debate on whether or not a regimen is truly beneficial in cancer control.

While many continue their never-ending search for the "magic bullet" cure for cancer, one finding has continued to stand above the rest. The idea of prevention has remained uncontested through decades of cancer research. Smoking is still the largest cancer causing environmental factor—accounting for 33 percent of cancer deaths. Obesity follows with 20 percent. Through the noise, it is important to refocus on what we already know: that prevention and early detection are the most effective safeguards against cancer.

Currently only 1.5 percent of the U.S. cancer research budget goes to risk reduction—an extremely lopsided proportion when considering the efficacy of cancer treatment *vs.* prevention. Treating cancer in its early stages is more effective and much less invasive than during later metastasized stages. Why not prevent it before it has even started to grow, or detect it early when it can be successfully treated?

Though cancer research has produced some remarkable results, prevention remains the most effective solution in lowering cancer incidence and mortality. An equal focus needs to be placed on prevention as well as research.

The Prevent Cancer Foundation continues its commitment to the knowledge we have in front of us—that healthy lifestyle and regular screening are key to cancer prevention and early detection. You can stop cancer before it even starts!

Sincerely,  
Carolyn R. Aldigé  
President and Founder

## News and Wellness



You already know the facts. Smoking causes lung cancer. Lung cancer is the number one cause of cancer death in the U.S. for both men and women. Smoking also contributes to many other types of cancer including throat, mouth, esophageal, stomach, pancreatic, kidney, bladder and cervical cancer.

In the U.S., 30% of all cancer deaths and 80% of lung cancer deaths are associated with tobacco use.

Smoking contributes to cancer development, because it causes mutations in genes, impairs lung function and decreases the effectiveness of your immune system. It can also affect fertility in both men and women—making it more difficult to conceive children.

With all of this in mind, what are some other reasons to stop smoking? Here are a few things to think about the next time you light up:

### **You are hurting those around you.**

This isn't just about you—approximately 3,000 deaths from lung cancer in nonsmokers each year are attributed to secondhand smoke. There are 69 toxic chemicals found in secondhand smoke known to cause cancer. It is estimated that living with a smoker increases a nonsmoker's risk of developing lung cancer by 20 to 30 percent.

You're also hurting poor Fido—recent studies have found that secondhand smoke can lead to a wide range of health problems in pets. Eating just a few discarded cigarette butts can cause nicotine poisoning and even death in dogs.

### **You Stink.**

The perfume, cologne and mints aren't fooling anyone. Smoke permeates hair, clothing, furniture and enclosed spaces. In short, you smell like an ashtray. The smell of smoke also seeps into walls, carpet and curtains, and is extremely difficult to get out. Renters: don't think you'll be getting that security deposit back.

### **Economic times are still tough.**

The price of a pack of cigarettes currently ranges from \$5 to up to \$12. At \$7 a pack, that pack-a-day habit will cost you \$2,352 a year. Sounds pretty expensive, is it really worth it?

**In the U.S.,  
30% of  
all cancer  
deaths and  
80% of  
lung cancer  
deaths are  
associated  
with tobacco  
use.**

**A pack-a-day habit  
will cost you \$2,352  
a year. Sounds pretty  
expensive, is it really  
worth it?**

**Things \$2,352 can buy:**

- 4 iPads
- 588 gallons of gas
- a nice vacation for you and a loved one

### **You'll look great!**

Smoking prematurely ages you by narrowing blood vessels and damaging skin tissue, reducing your skin's strength and elasticity. It yellows teeth, fingers and fingernails. Smokers are also three to six times more likely to go prematurely gray than nonsmokers. Finally, smoking has also been shown to cause erectile dysfunction in men and add stomach fat to teenage waistlines. Not hot.

Make this year your year to quit smoking for a healthy, wealthy and wise cancer-free future!



At the AMGEN Tour of California  
**May 13 - 20, 2012**  
For more information,  
visit [breakawayfromcancer.com](http://breakawayfromcancer.com).



A salad for lunch can be a cancer fighting powerhouse....IF you pay attention to what you pile on your plate. When building a salad, choose super foods that contain antioxidants, fiber and important healthy fats, such as Omega-3s.

Here's how:

- Create a solid base first by trading out your iceberg lettuce for **kale, escarole, baby spinach and other dark leafy greens.**
- Pile on the colorful vegetables that are rich in cancer-fighting carotenoids—like **carrots, broccoli, cabbage, sprouts, tomatoes, beets, mushrooms and bell peppers.**
- Accent your salad with lean protein from fish and poultry that is rich in cancer-fighting selenium (like **canned tuna, shrimp, salmon or turkey**).
- For protein and a fiber boost, toss in some garbanzo beans, black beans or edamame.
- Sprinkle on some texture and crunch with **raw almonds, chopped walnuts and sunflower seeds.**
- Add **sliced avocado** for a hearty dose of healthy Omega 3 fats.
- For added vitamin C, fiber and antioxidants, toss in some **pomegranate seeds, blueberries, cranberries or goji berries.** Remember to keep your fruit fresh, avoid added sugars and save calories by skipping dried and canned fruit.
- The best (and easiest) way to dress your salad is to use an apple cider vinegar, lemon juice and olive oil or flax seed oil dressing. Mix up your own using cancer-fighting spices like oregano,



garlic powder, turmeric or curry powder and cayenne pepper. If you can't bring your own dressing, stick to a simple vinegar and olive oil vinaigrette.

**To keep your salad a cancer fighter, here are some items to steer clear of:**

- Fried croutons, Chinese noodles, bacon bits and similar add-ons.
- High fat pre-made salads, including egg salad, macaroni and other variations of your favorite pasta salad.
- Full fat versions of cheese like cheddar, Swiss and mozzarella; skip these and opt for a light sprinkling of grated Parmesan instead.

Be sure to remember these simple tips the next time you hit the salad bar and you too can help Stop Cancer Before It Starts!

*Danielle Omar is a registered dietitian, nutrition blogger, and busy mom. She blogs regularly at [foodconfidence.com/blog/](http://foodconfidence.com/blog/) and you can find her on Facebook at [facebook.com/FoodConfidence](https://www.facebook.com/FoodConfidence).*

# Easy Salad Do's & Don'ts



Try one of Danielle's favorite healthy lunch salads:



## Tuscan-Style Tuna Salad

COMBINE:  
1 can drained tuna  
+ 1/2 cup cannellini beans  
+ chopped cherry tomatoes  
+ chopped scallions  
+ sliced avocado  
with 2 T olive oil + 2 T lemon juice + salt and pepper in a medium bowl.  
  
Stir gently. Refrigerate until ready to serve over bed of baby spinach.

## Suggested Screening Guidelines

I am in my **20s** and I should start...

- Physical exams for cancers of the lymph nodes, mouth, ovaries, skin, and testicles ANNUALLY
- Self breast exams MONTHLY  
Clinical breast exam every 3 YEARS

I am **21** and I should start...

- Regular screening for cervical cancer (women under age 21 should not be tested)  
Pap tests every 3 years

I am in my **40s** and I should start...

- Mammograms in addition to clinical breast exams annually

I am in my **50s** and I should start...

- Tests that find pre-cancer and cancer**
  - Colonoscopy every 10 YEARS or
  - CT colonography (virtual colonoscopy) every 5 YEARS or
  - Flexible sigmoidoscopy every 5 YEARS or
  - Double-contrast barium enema (DCBE) every 5 YEARS or
- Tests that mainly find cancer**
  - Fecal occult blood test (FOBT) YEARLY
  - Fecal immunochemical test (FIT) YEARLY
  - Stool DNA tests, ask your healthcare professional for how often
- Start talking with your healthcare professional about the pros/cons of prostate testing

Prevent

- Breast Cancer
- Colorectal Cancer
- Cancers of the lymph nodes, mouth, ovaries, skin, and testicles
- Cervical Cancer
- Prostate Cancer

\* These are basic suggested screening guidelines—use this information to help you discuss the best screening options with your health care professional.



From supporting an American Indian “Powwow for Hope” to a program empowering medical students with information about young adult cancers, the Prevent Cancer Foundation continues its commitment to underserved communities across the nation. The latest round of community grantees brings a fresh cycle of innovative ideas and projects—helping local organizations grow their programs to cancer prevention and early detection success.

One of the 2012 community grantee projects, “Play It Safe Utah,” will encourage Utah children and their parents to practice sun safe behaviors. Partnering with Major League Soccer player Chris Wingert, the program will educate Utahns through local youth soccer leagues in low income and underserved areas, as well as other counties in Utah with high melanoma incidence rates.

Playing soccer outside for years taught Wingert about the dangers of skin cancer and importance of sun safety; “Over the past couple of years I have thought a lot about how unaware most children are of the damage that the sun can cause,” said Wingert. “I love the sun as much as anyone, so I am hopeful that by getting involved in a program like this, I can help others become cognizant of the dangers while still being able to enjoy the outdoors.”

The program plans to create educational materials featuring Wingert, train coaches on sun safety and encourage them to set an example for their teams and attend

Saturday soccer tournaments to provide interactive activities and incentives to youth and their parents. The program will also provide the teams with sunscreen.

“Having a local role model for Utah children will make a huge difference. Soccer is a very popular sport here, and many people are big fans of the local professional soccer team,” said Kristi

Utah also has one of the highest melanoma incidence rates in the country, so involving a professional soccer player is a great way to get people’s attention and spread the word about sunscreen.



## The National Impact

Smith, Health Program Specialist at the Utah Department of Health. “Utah also has one of the highest melanoma incidence rates in the country, so involving a professional soccer player is a great way to get people’s attention and spread the word about sunscreen.”

“The PCF funding has made this program possible! When Chris first approached us we didn’t have a way to fund a new project, but the PCF funding has allowed us to capitalize on the opportunity to work with him,” added Smith.

Since 2007, the Foundation has awarded \$705,000 through 26 separate community grants. Before establishing the grants program, the Foundation supported three community programs, all in the Washington D.C. metropolitan area.

“We wanted to create a new set of grants similar to our scientific research grants, but with a much more social service oriented scope,” said Erica Childs Warner, Director of Evaluation and Outreach. “The

community grants program offered a great solution to increase the national reach of the Foundation, assisting a wide variety of communities in many geographic locations, among a variety of populations.”

Since its inception, the Foundation’s community grants program has supported community-level programs in 16 different states and directly targeted high-risk populations including Alaska Native communities, Hispanic women and African American men. The programs have

“Over the past couple of years I have thought a lot about how unaware most children are of the damage that the sun can cause.”

*Major League Soccer player Chris Wingert*



FAR LEFT: 2011 grantee “Cancer Queens” uses song and dance to educate women about reducing their cancer risk through lifestyle habits.

LEFT: Since 2006, the Community Grants program has awarded over \$700,000 to 26 organizations nationwide.





# t of Funding Locally

focused on a range of cancer prevention topics: breast, cervical, skin, colorectal and prostate, as well as health promotion, nutrition and screening guidelines. The Foundation also funds direct service programs that bring screening and other medical services directly to community members.

The advantage of funding community-based projects is that they are tailored and run within their own local communities—allowing those who know their communities best to become empowered health educators. When selecting grantees, the Foundation focuses on diversity not only within populations but also in geography and program content and delivery, resulting in a unique and varied group of organizations.

Past grantee projects range from more traditional health-fair based education and screening programs to a musical revue.

**“Having a local role model for Utah children will make a huge difference. Soccer is a very popular sport here, and many people are big fans of the local professional soccer team.”**

*Kristi Smith, Health Program Specialist at the Utah Department of Health*

The Arizona Cancer Center’s program “Hats On!” emphasized sun safety for young children—distributing baby sun hats and other sun gear to young parents. “Cancer Queens!” an edutainment outreach program from the Vanderbilt-Ingram Cancer Center involved a traveling troupe of professional health educators and patient advocates performing a live show. They featured skits, song and dance routines set to popular music with educational lyrics about lifestyle habits that will help women reduce their risk of developing cancer as well as heart disease and diabetes. Another program in Anchorage promoted healthy lifestyles for Alaska Native children by creating workbooks that emphasized traditional foods and physical activities.

The Foundation’s community grants can greatly affect the organizations that are funded—making the difference in whether or not a project can go from being a great idea to a reality that makes a big difference in the lives of local citizens.

“Our funding has great impact—some programs are volunteer organizations with no budget at all, while others are part of major cancer centers that have funding needs to fill in order to complete essential projects and outreach,” said Childs-Warner.

Looking into the future, the Foundation hopes to be able to fund many more grants—continuing to grow and support cancer prevention and early detection awareness, education and screening programs in communities across the United States.

## Modern + Majestic = *Switzerland*

The Prevent Cancer Foundation held its 18<sup>th</sup> Annual Spring Gala on Friday, March 9, 2012 under the gracious patronage of His Excellency, the Ambassador of Switzerland Manuel Sager and his wife, Mrs. Christine Sager. The event was chaired by Joann Piccolo of TE Connectivity.

Our most important fundraising event of the year raised over \$1.4 million through sponsorships, ticket sales and our inaugural silent auction. The funds will support cancer prevention research through the Foundation’s 21<sup>st</sup> Century Young Scientists Fund, along with breast cancer screening for the underserved through the Prevent Cancer Foundation/ George Washington University Mammovan and ¡Celebremos la Vida! program.

In real terms, this means that 10 early-career scientists will receive two-year grants that will enable them to establish their research careers—and 2,200 Washington area women will receive potentially lifesaving mammograms free of charge, along with any needed follow-up care or treatment.

The Foundation’s mission—*saving lives through cancer prevention and early detection*—was a big part of the evening’s program. Guests were treated to dinner, dancing, a silent auction and the beautiful voice of Julie Delgado, cancer survivor of the year. Her personal story and singing alone raised over \$36,000 through our Lighting the Way to Prevention fundraiser. Another highlight was the presentation of the 2012 Cancer Champion Award to former Congressman Michael Oxley, a cancer survivor and advocate.

David Tuter, Prevent Cancer Foundation board member, celebrity party planner and host of WeTV’s “My Fair Wedding” once again worked his magic and transformed the National Building Museum into a breathtaking celebration of our host country, Switzerland. He even solicited his Facebook Fans to donate funds to help *Stop Cancer Before It Starts!*

We are grateful to our sponsors and guests for making this year’s Gala such a success.



**TOP LEFT: Honorary Patrons Swiss Ambassador Manuel Sager and Mrs. Christine Sager with traditionally dressed Swiss greeters.**

**LEFT: Carolyn Aldigé, 2012 Cancer Champion Award recipient Mike Oxley, and Gala Chair Joann Piccolo.**

**BELOW: This year’s décor reflected the beauty and charm of Switzerland with a blue, silver and white theme—including dramatic angular centerpieces, clean modern place settings and dimmed lighting.**





## Research on Cervical Cancer Prevention with Dr. Neil Christensen

In 1993, the Foundation awarded Neil Christensen, PhD, a 1-year research grant to study human papillomavirus (HPV). We caught up with Dr. Christensen to discuss his research and the current state of cancer prevention.

### Q: What led you to research HPV and cervical cancer prevention?

A: I began research in papillomaviruses as a postdoctoral fellow at the time my mentor, Dr. John Kreider, developed a mouse xenograft model to grow a human papillomavirus in the laboratory. This discovery was the first method to grow an HPV in a lab. My first studies were to develop neutralizing monoclonal antibodies (laboratory-produced immune molecules that specifically recognize and attach to infectious agents and cells) to a human papillomavirus. I have continued to study immune responses to HPV to develop immunotherapies (treatments that use your body's own immune system to help fight diseases) to papillomavirus infections and associated cancers.

### Q: How did the Prevent Cancer Foundation grant impact your research on HPV?

A: One of my first funded grants was to develop vaccine strategies to protect against papillomavirus infections in preclinical models. We used the Foundation grant to develop monoclonal antibodies to high-risk human papillomaviruses.

### Q: How has cancer prevention changed in the 18 years since you were funded by the Foundation?

A: Today, there are FDA-approved cervical cancer preventive vaccines. Eighteen years ago, this was only a hope and a dream.

### Q: Bring us up to date on your work and the current status of research on HPV and cervical cancer as well.

A: The challenge to control and cure HPV disease and cervical cancer is still before us. The current FDA-approved vaccines are prophylactic and have little effect on patients with existing infections or cervical cancer. Research continues on developing therapeutic vaccines to trigger specific T-cell mediated immunity (a second set of immune cells that can recognize and kill virus-infected host cells). Also, new small-molecule therapies to treat papillomavirus infections are being tested using various pre-clinical papillomavirus models. Our current research is focused on these strategies.

### Q: Why is it important to fund research in cancer prevention and early detection?

A: Cancer is most lethal at the late stage of spread to distant regions of the body, when treatments may be less successful. Also, late-stage treatments are expensive and often reduce quality of life. Prevention and early detection significantly improve survival.

For more information about research funded by the Prevent Cancer Foundation, visit <http://preventcancer.org/what-we-do/research/>.



## Fitness and Fun at the Big Top

You might have seen it at Cirque du Soleil or during Pink's high flying performance at the Grammys, and it's called aerial silks. The performances are literally dances in the air complete with extreme poses and jaw-dropping drops. However, silks are much more than an acrobatic show—they provide a unique and challenging workout that requires a combination of flexibility and strength. Aerial silks enthusiast and class instructor Christina Kaoh tells *cancer PreventionWorks* about her passion for the big top.

### In a nutshell, what do aerials and acrobatics technically consist of? Is there a proper name for it?

The sport (or performance art, really) that I practice the most, is known by several names: aerial silks, aerial acrobatics and tissu (French for "fabric"). There are other apparatuses, such as aerial hoop, or lyra, (a circular structure suspended on a rotating point); aerial straps (straps which the performer grabs by the hand or loops their foot into); and rope, or corde lisse, (a fabric covered rope). Static and flying trapeze are other forms of aerial arts.

### Which muscles do aerial silks work? What health benefits does it have?

Aerial arts definitely work your back, core and shoulders, to name a few. Even your legs are engaged to keep them straight, lift them up and over your head, or keep your toes pointed. It really is a total body workout that engages parts of your body that may not be engaged in more traditional forms of exercise.

Learning aerial arts can make you more flexible and it is an anaerobic workout since it forces you to work against gravity and use your own body weight by pulling yourself up or over the fabric.

### How can I get started with aerials and acrobatics?

Just go for it! I always hear, "I don't have any upper body strength, so I'm going to wait till I've worked out more." No. You'll build it as you go. I could never complete a pull-up before and now I can do six really good ones at a time and it all came from going to class. Each time you struggle to pull yourself up the fabric or into a pose, you are strengthening your muscles. Be prepared to work muscles you may not normally use, such as back muscles, your forearms, and your hands. Your hand grip will become much stronger in time, and your skills will only continue to improve with practice!

*Editor's Note: Christina Kaoh is an aerial silks instructor at Urban Evolution gym in Alexandria, Va. She has been practicing silks on and off for the last four years.*



**MORE THAN  
\$125 MILLION+**  
FOR:  
Cancer Prevention • Research •  
Education • Advocacy • Outreach  
NATIONWIDE

Stop Cancer Before it Starts!  
**DONATE TODAY**  
[www.preventcancer.org](http://www.preventcancer.org)

# Advocacy at Every Level

By: Pamela Dent, Congressional Spouse

In 2005, I lost my otherwise healthy father to an extremely aggressive case of melanoma. My father was vibrant and athletic and taken far too soon by cancer. Just two years ago, I lost my young brother-in-law who was diagnosed with colorectal cancer when he was in his forties. After a valiant five year battle he lost his fight, leaving behind two beautiful young daughters.

**Losing another family member to cancer was just heartbreaking.**

Losing another family member to cancer was just heartbreaking. As time passed, the deaths of my father and

brother-in-law left me with a deep sense of responsibility to educate and create a greater awareness of the prevention and early detection of cancer. Like so many Americans impacted by the loss of a loved one, I have been moved to help raise awareness in my local community about the dangers of cancer, especially melanoma and colorectal cancers, that can be prevented with proper measures.

During my initial months of involvement in local events, I began to better understand the importance of cancer prevention and the significance of early screening and detection. I soon realized each strain of cancer is unique and comes with its own challenges in promoting awareness and improving detection. As I continued to expand my involvement, I felt compelled to

focus my energy on combating melanoma and colorectal cancer, those that have touched my life directly.

It is important for advocates to remain committed to creating cancer awareness and prevention. I encourage cancer survivors, family members and activists to consider becoming a local leader in the fight against cancers that impact each on a personal level. Your passion and energy will help motivate others to advocate and will illustrate the importance of cancer awareness and prevention to the general public. Together we can help win the battle against cancer.

*Pamela Dent, wife of U.S. Rep. Charlie Dent of Pennsylvania, is a member of the Prevent Cancer Foundation's Congressional Families Cancer Prevention Program. The program is a bipartisan network of spouses of Members of the House, the Senate, Cabinet and Supreme Court who share an interest in advancing cancer prevention, early detection and education.*



## Improved Survival Rates the Result of Decades of Cancer Community Effort

The Facts and Figures for 2012 published by the American Cancer Society showed a decline in the number of deaths from cancer by 1.8% in men and 1.6% in women. The Prevent Cancer Foundation has been working alongside many colleagues toward this increase in survival. Our contributions to this effort are focused on prevention and early detection through research, education, community outreach and advocacy.

A combination of factors has contributed to declining mortality, including detection of cancers like colon, breast and prostate in more treatable stages and a decline in lung cancer due to decreased tobacco use. For the past 26 years, Prevent Cancer has been educating the public about the importance of screening and early detection, through unique national efforts including the National Colorectal Cancer Awareness Campaign, our Super Colon exhibit, Dialogue for Action



Conference series, Save Your Skin and Project Early Awareness.

We have improved access to screening services for underserved communities through programs like our mobile mammography van, Celebremos La Vida!, community grants and state fair health education and screening booths. We have improved health policy through advocacy for private and public insurance coverage of colonoscopies, continued coverage of mammography, tobacco cessation and regulation and funding for critical cancer research and control

**The Foundation has been funding ¡Celebremos la Vida! since 1994—a breast and cervical cancer education and early detection program for medically underserved women in the Hispanic community.**

initiatives. And we have contributed to the body of research in cancer prevention through our research grants to early career investigators around the country.

But greater strides still need to be made. Approximately 571,950 lives were lost to this disease in 2011 and the incidence of some cancers is rising. A study by the Centers for Disease Control and

Prevention showed that for the three major cancers, we are below screening targets set by *Healthy People 2020*, a national initiative led by several federal agencies to reduce the number of new cancer cases and minimize the illness, disability and death caused by cancer nationwide.

**According to this study, in 2010 national breast cancer screening rates were 8.6% below target, cervical cancer screening was 10% below target and colorectal cancer screening was 11.9% below target.** Asians, Hispanics and the uninsured had even lower chances of being screened.

Taking steps to reduce your risk for cancer through tobacco cessation, healthy lifestyle choices, regular screening and sun safety will contribute to helping reduce cancer incidence. You can find tips to reduce your risk of cancer in our many print and online educational resources, including our *Guide to Preventable Cancers*, or at Save Your Skin, Screening Saves.org and the Prevent Cancer website.



**Each year, the Foundation provides over 4,300 free health screenings at state fairs across the Midwest.**





Stop Cancer Before It Starts!

**To subscribe, contact:**

Prevent Cancer Foundation  
1600 Duke St., Suite 500  
Alexandria, VA 22314  
(800) 227-2732, (703) 836-4412  
fax (703) 836-4413  
[www.PreventCancer.org](http://www.PreventCancer.org)  
[Info@PreventCancer.org](mailto:Info@PreventCancer.org)

**Editor:**  
Liona Chan

©2012 Prevent Cancer Foundation. All rights reserved. No portion of *cancer PreventionWorks* may be replicated without prior permission. Reference herein to any specific commercial products, methodologies, health information materials, Web sites, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the Prevent Cancer Foundation.

*cancer PreventionWorks* is published by the Prevent Cancer Foundation (formerly the Cancer Research and Prevention Foundation), a 501(c)3 nonprofit organization dedicated to the prevention and early detection of cancer. All contributions are tax deductible to the fullest extent allowed by law. The Prevent Cancer Foundation is a member of the Combined Federal Campaign (#11074) and the United Way (#0481).



1600 Duke St., Suite 500  
Alexandria, VA 22314



Non-Profit  
Organization  
US Postage  
PAID  
Permit #519  
Dulles, VA

**Twitter:**  
[twitter.com/preventcancer](https://twitter.com/preventcancer)

**Facebook**  
[facebook.com/preventcancer](https://facebook.com/preventcancer)

## The Last Word

# The Gift of Giving Back!

Video games, music and food, and fantasy football help prevent cancer! Well not literally, but through the proceeds of beneficiary events in support of the Prevent Cancer Foundation to help Stop Cancer Before It Starts! It does not take a lot of money; it just takes doing something you love and a commitment to a good cause!

Washington, D.C. radio station Fresh FM 94.7 created an event called "Breast Cancer Bites" to raise funds in support of free breast cancer screenings through the Prevent Cancer Foundation's Mammovan program. The general public was invited to hear music and sample fabulous food donated by some of D.C.'s finest restaurants. Proceeds from the registration and silent auction were donated to the Prevent Cancer Foundation.

Speed Demos Archives (SDA), an online gaming community with members across the country and across the world, held "Awesome Games Done Quick," for the second year in a row. The amazing event is a six-day, 24 hour non-stop video gaming marathon streamed live on the internet to an international audience of avid gamers. Last year SDA raised over \$53,000 to benefit the Foundation and this year's event almost tripled the donations raised; Over 4,800 donors contributed over \$145,000. The Foundation will be naming a two-year

cancer research grant after SDA, with the rest of the funds being used for Foundation's research, education, advocacy and community outreach work. Now, that's gaming for good! And who knows, maybe the SDA funded research grant will be the one that leads to the next great cancer discovery.

Another passionate group organized a Fantasy Football League—Draft Night and Silent Auction fundraiser to kick-off a five week competition to create awareness of cancer prevention and early detection, raising \$10,000.

A beneficiary event can be as simple as meeting with friends to dedicate a few hours to a great cause. Someone with a birthday can choose to have their friends make a "gift" in honor of them through the Prevent Cancer Foundation website or Causes application on Facebook. You can create your own event to help Stop Cancer Before It Starts! Wonderful examples of this can be found on the Prevent Cancer Foundation's newly developed Host a Fundraiser page on our website.

*For more information on the cancer prevention and early detection programs you can help support through your beneficiary event please visit [preventcancer.org](http://preventcancer.org).*



TOP: Speed Demos Archive event organizer Mike Uyama with fellow charity gamers. BOTTOM: Gaming for good—SDA played over 100 different games during their six day marathon. Over 5,700 donors from around the world contributed to the event, with an average gift of about \$25.