

**THE WELLNESS COMMUNITY OF PHILADELPHIA'S (TWCP)  
SIXTH ANNUAL CELEBRATION OF HOPE**

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(215) 879-7733 Ext. 206  
[sbluebond@twcp.org](mailto:sbluebond@twcp.org)

SCOTT D. BLUEBOND  
MARKETING &  
COMMUNICATIONS  
DIRECTOR

**THE WELLNESS COMMUNITY OF PHILADELPHIA'S SIXTH ANNUAL "CELEBRATION OF HOPE"  
EDUCATIONAL CONFERENCE AND "EVENING UNDER THE STARS" GALA FRIDAY, JUNE 11, 2004**

**Presenting Partner AstraZeneca Pharmaceuticals LP and Community Partner GlaxoSmithKline Oncology & Acute Care Welcome Speakers Lorina Marshall-Blake, John Marshall, MD, and former First Lady Rosalynn Carter**

**"Evening Under The Stars" Gala Helps Recognize National Cancer Survivors' Day and Honors Ellen L. Stovall, GlaxoSmithKline Oncology & Acute Care and TWCP participant Shirley Ruiz**

(PHILADELPHIA, PA) – **The Wellness Community of Philadelphia (TWCP)** is recognizing National Cancer Survivors' Day (June 6) with 11 hours of activities certain to touch the lives of people with cancer and their loved ones across Greater Philadelphia: the sixth annual "Celebration of Hope" educational conference and "Evening Under the Stars" gala. On Friday, June 11th, the cancer support organization's free conference for people with cancer and their loved ones (\$25.00 for health care professionals only) will be held from 8:15 a.m. to 2:15 p.m. The gala begins at 6:15 p.m. and will run until 11:00 p.m. **Both events will take place at TWCP's Fairmount Park home (Chamounix Drive in West Fairmount Park).** Conference highlights include presentations by Lorina Marshall-Blake, John Marshall, MD, and special guest former First Lady Rosalynn Carter. Awards will be presented at the gala to Ellen L. Stovall, GlaxoSmithKline Oncology & Acute Care and **TWCP** participant Shirley Ruiz. The presenting partner is AstraZeneca Pharmaceuticals LP, community partner is GlaxoSmithKline Oncology & Acute Care, cocktail party sponsor is MDS Pharma Services, radio sponsor is B101 FM and awards' sponsor is Tiffany & Co. **Please call (215) 879-7733, (888) 819-3553, or visit [www.twcp.org](http://www.twcp.org) for more information or to register for the conference by June 4, 2004.**

**"Celebration of Hope"**

Registration and complimentary breakfast for the day conference begin at 8:15 a.m. Lorina Marshall-Blake will present "Confronting Cancer: Changes, Challenges and Lessons," her personal story of cancer survival, at 9:15 a.m. She is vice president of government relations for Independence Blue Cross and a breast cancer survivor. In addition to her corporate responsibility, she serves as an associate minister at the Vine Memorial Baptist Church in Philadelphia and is affiliated with over 30 professional and civic organizations. She grew up in the Philadelphia area, and she received a Bachelor of Arts from Antioch College and a Master of Arts from the University of Pennsylvania.

At 10:30 a.m., John Marshall, MD, will present "The Revolution of Cancer Therapy." He is an associate professor of medicine and the director of developmental therapeutics and GI oncology at the Lombardi Comprehensive Cancer Center at the Georgetown University Medical Center. He is an internationally recognized expert on new drug development for GI cancers and has served as principal investigator for more than 100 clinical trials. Administratively, he directs all clinical research within the Lombardi Comprehensive Cancer Center and the Lombardi/MedStar Research Network. He focuses on the development of vaccines to treat cancer and is an outspoken advocate for the importance of clinical research participations. He has mentored many clinical research investigators and oversees a clinical research program established to ensure strong leadership for future clinical research. His presentation will focus on the changing therapies of cancer treatment. Complimentary lunch will follow at 11:45 a.m.

Former First Lady Rosalynn Carter will present the keynote address "Caring for the Caregiver: Personal Reflections of a Former First Lady" at 12:30 p.m. She is president of the board of directors of the Rosalynn Carter Institute (RCI) for Caregiving at Georgia Southwestern State University and has worked for more than three decades to improve the quality of life for people around the world. Today, she is also an advocate for mental health, early childhood immunization, human rights and conflict resolution through her work at The Carter Center in Atlanta, Georgia. In 1996, she became honorary chair of Last Act Partnership, a national coalition of individuals and organizations advocating more compassionate care for those who are dying. She has received many honors, including the Presidential Medal of Freedom, America's highest civilian honor.

She has written four books, including *Helping Yourself Help Others: A Book For Caregivers and Helping Someone With Mental Illness: A Compassionate Guide for Family, Friends and Caregivers* (both with Susan K. Golant). Her father and brother died of cancer, and President Carter's father and three siblings all lost their battle with pancreatic cancer. She will present her reflections on caring for the caregiver.

A performance by The Philadelphia Gospel Seminars Choir (PGS) at 1:30 p.m. will conclude the "Celebration of Hope." The Philadelphia Gospel Seminars was founded in 1983 by the late Edwin Newberry, Jr., who had a vision of creating a multicultural, interdenominational choir to preserve traditional gospel music and promote cultural harmony. The choir has performed before Pope John Paul II, Presidents Bill Clinton, Jimmy Carter and George W. Bush, South African Presidents DeKlerk and Mandela and U.N. Secretary General Kofi Annan. PGS has completed three international tours, touching audiences of all nationalities with their music and most importantly their display of cultural unity. They demonstrate that music is truly a universal language.

### "Evening Under the Stars"

The day concludes with an "Evening Under the Stars." Over 400 VIPs, professionals, government officials, participants and others are anticipated for this gala dinner party/awards' ceremony featuring live music and a terrific atmosphere on **TWCP's** beautiful grounds. A cocktail reception will be held from 6:15 p.m. – 7:15 p.m., featuring an appearance by former First Lady Rosalynn Carter who will present the "Medal of Valor" to Ellen Stovall. Immediately following the reception, join co-chairs The Honorable John and Mrs. Sheryl Perzel and emcee Lauren Hart for dinner, dancing and the conclusion of the awards' ceremony. Eddie Bruce Entertainment by PARIS will provide the music. The event will be coordinated by Arrangements Unlimited and catered by Museum Catering Company. Tickets begin at \$225 per person, and the deadline for ticket purchases is May 28. Please call (215) 879-7733 for more information, to purchase individual tickets or tables and to purchase raffle tickets for great prizes.

Ellen L. Stovall will receive the "Medal of Valor," given to an individual or organization that demonstrates an understanding of how important complementary psychosocial support is to conventional medical treatment for individuals and families coping with cancer. She is a two-time cancer survivor and president and CEO of the National Coalition for Cancer Survivorship, the only survivor-led organization working for quality cancer care for all Americans. President Clinton appointed Stovall to the National Cancer Advisory Board in 1992, and she served a six-year term. Today she is on advisory panels or boards of directors for eight national cancer-related organizations. She is often called upon to consult with administration and congressional staff on cancer-related issues.

GlaxoSmithKline Oncology & Acute Care will receive the "Medal of Victory," awarded to a corporation or foundation for professional commitment, civic responsibility and services to support people with cancer and their families. GlaxoSmithKline (GSK) is a world leading research-based pharmaceutical company whose mission is to improve the quality of human life by enabling people to do more, feel better and live longer. GSK has a growing portfolio of oncology products. GlaxoSmithKline and GlaxoSmithKline Oncology & Acute Care have been long time supporters of **The Wellness Community of Philadelphia**. They have funded programs such as "Frankly Speaking About Lung Cancer," "Frankly Speaking About Lymphoma," and "The Patient Active Guide to Living with Ovarian Cancer," as well as the 2001 through 2004 "Celebration of Hope" free educational conferences frequented by over 2,000 cancer survivors and their loved ones.

Finally, **TWCP** participant and volunteer Shirley Ruiz will receive the "Medal of Courage," given to **The Wellness Community of Philadelphia** participant who embodies the spirit of hope in the face of cancer. Ruiz learned she had breast cancer in 1997, and subsequently had a mastectomy, chemotherapy, a stem cell transplant and radiation. Her daughter discovered **TWCP**, and both women began attending support groups. In 2003, Ruiz was diagnosed with ALS, commonly known as Lou Gherig's Disease, but she has not lost her spirit of survivorship. Says Ruiz: "I beat breast cancer, and I will fight this as long as I can." She is an inspiration to all who struggle with the impact of cancer.

**TWCP** has created a book entitled "Images of Community – Voices of Hope," which includes black and white photographs of staff, board and participants, taken at Ridgeland by Susan Beard Design photography. The participants' personal definitions of hope and community and statements about what **TWCP** has meant to them are also included. Complimentary copies of the book will be distributed to attendees of the "Evening Under the Stars." It is partially underwritten by The Benjamin Shein Foundation for Humanity and is dedicated to the memory of **TWCP** board member Tracey Birnhak Katz.

The sixth annual "Celebration of Hope" and "Evening Under the Stars" at **TWCP** will provide emotional support, hope and cutting edge information to improve the quality of the lives of people with cancer and their loved ones. Most importantly, it is a celebration of survivorship for hundreds of people with cancer and their loved ones as they join together to recognize National Cancer Survivors' Day.

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The mission of **The Wellness Community of Philadelphia (TWCP)** is to help people affected by cancer enhance their

health and well-being through participation in a free, professional program of emotional support, education and hope. **TWCP** offers programs at Ridgeland in Fairmount Park and limited offsite programs in Chester and Bucks counties, the Bux-Mont area and throughout Philadelphia. Please call **The Wellness Community of Philadelphia** at (215) 879-7733, (888) 819-3553.