



SARCOMA FOUNDATION OF AMERICA

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SARCOMA FOUNDATION OF AMERICA JOINS HISTORIC COLLABORATION TO STAND UP TO CANCER

Maryland (August 13, 2008) — The Sarcoma Foundation of America, an organization dedicated to increased research funding and advocacy to find new and better therapies for sarcoma patients, is joining a new initiative to raise philanthropic dollars for accelerating ground-breaking research.

Through an unprecedented collaboration uniting the major television networks, entertainment industry executives, celebrities and prominent leaders in cancer research and patient advocacy community, ABC, CBS and NBC will donate one hour of simultaneous commercial-free primetime for a nationally televised fundraising event to air live from the Hollywood Kodak Theatre on September 5, 2008 (8 pm EDT and PDT), aimed at rallying the public around the goal of ending cancer's reign as a leading cause of death. The program's goal is to raise \$100 million for this cause.

The audience of the of the *Stand Up to Cancer* (SU2C) event will be made up of patient and survivor advocacy organizations and cancer support groups. The SFA will be represented by 2008 SFA spokesperson, sarcoma survivor, actress and Deal or No Deal model Marisa Petroro, American Idol Finalist and SFA Board Member Anthony Fedorov, SFA President Dr. Mark Thornton, and SFA Executive Director Matthew Alsante.

The SU2C special will feature live performances by legendary recording artists and stars from film and television who will perform as well as present filmed content giving viewers insight into cancer. Various screening tests will be demonstrated in novel and entertaining ways.

SU2C is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways. *Stand Up To Cancer* is bringing industry resources -- people, as well as mediums such as television and the web -- to bear in the fight against cancer as never before.

"The Sarcoma Foundation of America applauds the Entertainment Industry Foundation and their pioneering vision to use their unique resources and innovative fundraising to support cutting-edge research," said Mark Thornton, M.D., Ph.D., President, Sarcoma Foundation of America. "We will continue to be a voice for such research for sarcoma and all other rare underserved cancer patients, and look forward to teaming with the EIF on future endeavors."

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Quick Facts About Sarcoma

Sarcoma is a rare cancer in adults (1 percent of all adult cancers) but rather prevalent in children (about 20 percent of all childhood cancers). At any one time, 50,000 patients and their families are struggling with sarcoma. Every year, about 10,000 new cases are diagnosed, and about 5,000 people die from sarcoma.

About the Sarcoma Foundation of America

The Sarcoma Foundation of America (SFA), a 501 (c) (3) nonprofit charitable organization, is an advocate for increased research to find new and better therapies with which to treat patients with sarcoma. SFA raises its own funds to provide research grants to sarcoma researchers. SFA also interacts with public, private for-profit, and private non-profit organizations to raise awareness of the treatment needs of sarcoma patients. For more information, please visit www.curesarcoma.org.