



**FOR IMMEDIATE RELEASE**

**Contact:** Matthew Alsante  
301-253-8687  
[malsante@curesarcoma.org](mailto:malsante@curesarcoma.org)

## **The Sarcoma Foundation of America & the Robert Urich Foundation Honor Barbara Eden with Legend of Hope Award**

DAMASCUS, Maryland – October 14, 2011 – The Sarcoma Foundation of America (SFA) and the Robert Urich Foundation (RUF) are delighted to announce that Hollywood icon **Barbara Eden** will receive the *Legend of Hope Award* at the Californians for a Cure fundraising event. Ms. Eden, of *I Dream of Jeannie* fame, has used her celebrity to support a myriad of important causes and is a true philanthropic legend.

“The Legend of Hope Award is for a significant luminary in the American arts community who has made notable contributions of time and energy working to better the lives of those stricken with cancer and by doing so has served as an inspiration to countless patients and their families,” said Mark Thornton, MD, PhD, President, Sarcoma Foundation of America. “Barbara Eden embodies all that and more.”

Come join the stars at Los Angeles’ Music Box Theater on Sunday, November 6, 2011, from 6:00 PM to 10:00 PM, as the Sarcoma Foundation of America and the Robert Urich Foundation team up to hold our first West Coast event, Californians for A Cure. The evening will be a celebration of hope featuring performances by singer-songwriters, and SFA spokespersons, **Rufus and Martha Wainwright**.

Besides the musical entertainment by Rufus and Martha, the program will include entertainment by **Charlie Lustman, Anthony Fedorov** and a presentation of the *Virtue in Medicine Award* to **Dr. Charles Forscher** of Cedars-Sinai Medical Center, for his unwavering dedication to his patients’ welfare and for his contributions to Sarcoma research.

For more information on attending or sponsoring the event please go to [www.curesarcoma.org](http://www.curesarcoma.org) or contact Matthew Alsante at [malsante@curesarcoma.org](mailto:malsante@curesarcoma.org).

###

### ***About the Sarcoma Foundation of America***

The Sarcoma Foundation of America, 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. The organization raises money to privately fund grants for sarcoma researchers and conducts education and advocacy efforts on behalf of sarcoma patients. For more information, please visit [www.curesarcoma.org](http://www.curesarcoma.org).

**About the Robert Urich Foundation**

The Robert Urich Foundation raises funds for research opportunities within the areas of broadly applicable cancer therapies, especially for rare cancers such as Sarcoma, and financial assistance for patients and their families while undergoing treatment. Since 1996, the year Robert Urich was diagnosed with synovial cell sarcoma, his wife, Heather Menzies Urich, began her tireless efforts to raise awareness and funds, eventually losing her husband to the disease in April 2002. For more information, please visit [www.urichfoundation.org](http://www.urichfoundation.org).