



SARCOMA FOUNDATION OF AMERICA

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SARCOMA FOUNDATION OF AMERICA ANNOUNCES MARISA PETRORO AS 2008 SPOKESPERSON

Maryland (February 14, 2008) — The Sarcoma Foundation of America (SFA) is delighted to announce that **Marisa Petroro**, actress and model on NBC's "Deal or No Deal," will be our 2008 spokesperson. Marisa, a cancer survivor of a subtype called Rhabdomyosarcoma (a rare childhood cancer that affects the muscles), was chosen to be the 2008 spokesperson because she understands the battle that sarcoma patients go through during treatment and her celebrity will provide a national face and voice for the cancer.

"There are more than 50,000 people living with sarcoma who are greatly underserved. Over 10,000 new cases are diagnosed each year and about 5,000 die annually from sarcoma. More attention and support must be brought to those fighting this battle," said Petroro.

Sarcoma is a rare cancer in adults, about 1% of all adult cancers, but is rather prevalent in children, almost 15- 20% of all childhood cancers. It is made up of many "subtypes" because it can arise from a variety of connective tissue such as nerves, muscles, joints, bone, blood vessels and fatty tissue. Since these tissues are found everywhere in the body, sarcomas can occur anywhere.

"We are thrilled to have Marisa represent our voice to the public and bring a higher state of awareness, advocacy and education to the plight of sarcoma patients," said Mark Thornton, M.D., Ph.D., President, Sarcoma Foundation of America. "Marisa's personal story of courage and triumph over sarcoma will be an inspiration to those patients and families currently fighting for a cure. We know Marisa will help spread our message, and in turn, facilitate research funding for the cure."

Marisa will be participating in a variety of events and programs throughout the entire year to fulfill her responsibilities. Currently the SFA is planning their annual fundraising gala that will take place on May 5th in New York City at the prestigious 583 Park Avenue. Petroro will participate in the evening, which features Bob Woodruff of ABC News presenting SFA's Leadership in Courage Award.

For more information on Marisa Petroro please visit www.MarisaPetroro.com.

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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.