



LUNG CANCER RESEARCH FOUNDATION

Dedicated to **Discovery**

FOR IMMEDIATE RELEASE

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**LUNG CANCER AWARENESS MONTH KICKS-OFF WITH
CUTTING EDGE LECTURE ON TARGETED THERAPY**

*The Lung Cancer Research Foundation Presents Latest Scientific Advancements and
Future Steps Toward Personalized Medicine*

NEW YORK, New York (October 12, 2007) – To kick-off Lung Cancer Awareness Month, **The Lung Cancer Research Foundation** (LCRF) will host a scientific luncheon and lecture on **November 1, 2007** at the Mandarin Oriental Hotel to discuss the latest advancements in **Targeted Therapy for Lung Cancer** and raise critical funds for research. The lecture titled “**Targeted Therapy for Lung Cancer – The First Steps Toward Personalized Medicine**” will be given by **Roy S. Herbst, M.D., Ph.D., Professor, Chief Section of Thoracic Medical Oncology and Co-Director, Phase I Working Group at The University of Texas M. D. Anderson Cancer Center**. The event will be hosted by **Bill Ritter, Anchor of WABC Eyewitness News**.

“Dr. Herbst is one of the country’s foremost experts on the clinical development of molecular targeted therapies, a field that holds much promise for the future treatment of lung cancer patients” said Laurie Carson, Founder and President of LCRF. “Our missions are unified; we are dedicated to discovery. By funding, expediting, and advancing scientific research, together we are making a difference,” she added.

The lecture will offer guests and the media access to the **latest scientific developments in lung cancer research**. Dr. Herbst will present the current major research efforts to improve the control of lung cancer, including the use of **molecular profiling or “signatures”** to characterize tumors and provide accurate predictions of the outcome after standard or novel treatments. The lecture will explore **the future of cancer genomics and steps toward personalized therapy**; expansion into molecular profiles associated with response or resistance and clinical trials based on molecular profiles that indicate a benefit from new or standard agents. Following the lecture, the floor will open up for questions and open discussion.

Lung cancer is the leading cause of cancer mortality in both men and women worldwide. Each year, more men and women in the United States die of lung cancer than breast, prostate, ovarian, and colorectal cancers combined, yet it receives less federal research funding per death than any of the other major cancers. The stigma of smoking has shrouded the disease in silence labeling it “**The Quiet Killer,**” despite the fact that it will claim an estimated 160,000 lives this year alone in the U.S.

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Recent ground-breaking advances in Targeted Therapy and new drug developments indicate great potential within the scientific community. Targeted cancer therapies use drugs that block the growth and spread of cancer. They interfere with specific molecules involved in carcinogenesis and tumor growth. By focusing on molecular changes that are specific to cancer, targeted therapies may prove to be a more selective and effective form of treatment, thus harming fewer normal cells, reducing side effects, and improving the quality of life.

“Targeted therapies give doctors a better way to tailor cancer treatment. Research suggests that molecular signatures can guide the choice of treatment for primary and adjuvant therapy,” said Herbst.

“Despite its deadliness and prevalence, lung cancer has been largely ignored” said Carson. “By promoting Lung Cancer Awareness Month and hosting lectures on the latest medical advances like Targeted Therapy, LCRF hopes to give this deadly disease a stronger voice and raise funds to support critical scientific research.” In 2006, The Lung Cancer Research Foundation funded three cutting-edge Targeted Therapy cancer research grants at: M. D. Anderson in Houston; Memorial Sloan-Kettering Cancer Center in New York City; and Dartmouth-Hitchcock Medical Center at Norris Cotton Cancer Center in Hanover, NH. In addition, LCRF also funded a chemo prevention study at Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins in Baltimore, MD.

Event Details

Date: Thursday, November 1, 2007

Time: 12:00 – 2:00 PM

Location: The Mandarin Oriental Hotel, 80 Columbus Circle at 60th Street, New York

Tickets: \$250 and up, call (212) 678-0231

Website: www.lungcancerresearchfoundation.org/luncheon

About the Lung Cancer Research Foundation

Founded in 2005 by Laurie C. Carson, The Lung Cancer Research Foundation supports national research studies and activities focused on developing innovative strategies for better treatments, screening, and prevention of all cancers of the lung. New knowledge gained by funding scientific and clinical research initiatives will lead to more positive outcomes and improved quality of life for all lung cancer patients. For more information, or to make an online pledge for lung cancer research, visit www.lungcancerresearchfoundation.org or call (212) 332-4403.

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For more information about LCRF, the lecture, media attendance or interviews with Dr. Herbst, please contact Elizabeth Hewitt at Sharp Communications at (212) 829-0002 Ext. 107 or eh@sharpthink.com

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