



***Frosted Pink with a Twist*** is a dynamic television special that joins members of the 2008 US Olympic Gymnastics team with Grammy-Award winning music talent to raise awareness of cancers primarily affecting women. Through the combination of music and sport, ***Frosted Pink with a Twist*** provides a unique format to provide cancer education, encourage dialogue, celebrate survivorship and empower women to become advocates for their health.

Hosted by Olympic Champion Mary Lou Retton, the show will highlight the current All-Around Women's Gymnastics Champion, Shawn Johnson, defending Olympic All-Around Champion Paul Hamm as well other stars of Men's and Women's US Olympic Gymnastics teams. Paired with our Champion gymnasts will be icons of song, making for a historical event of sports, entertainment, and health awareness.

Taping only days after the Beijing Olympics, this year's ***Frosted Pink with a Twist*** will air nationally on ABC from 4:00PM – 6:00PM (EST) on Sunday October 12, 2008.

### **The Reason**

According to the National Cancer Institute (NCI), an estimated 260,950 women will be diagnosed in 2008 with a women's cancer. The majority of women will be diagnosed with breast cancer (182,460), followed by endometrial cancer (40,100), ovarian cancer (21,650), cervical cancer (11,070), vulvar cancer (3,460), and vaginal cancer (2,210). The NCI estimates that 68,970 women will die of these cancers during 2008.

### **Partners:**

Program development will be done in collaboration with the nation's most prominent and effective cancer patient advocacy and professional organizations. Our ***Frosted Pink with a Twist*** partners include:

**Gynecologic Cancer Foundation (GCF)**  
**National Breast Cancer Coalition (NBCC)**  
**National Coalition for Cancer Survivorship (NCCS)**  
**Ovarian Cancer National Alliance (OCNA)**  
**OUTREACH PARTNERS**  
**American Society of Clinical Oncology (ASCO)**  
**Oncology Nursing Society (ONS)**



**Sponsors:**

*Frosted Pink with a Twist* is supported by several corporate partners including presenting sponsors sanofi-aventis and Wachovia. Cream of Wheat, Five Rivers Winery, Laura Ashley, Merck & Co., Inc., and Nationwide Insurance have also signed on to support the show and promote the campaign in various ways.

**Edge Entertainment / Edge Marketing and Management:**

The Edge companies, based in Charlotte, North Carolina and Los Angeles, California specialize in entertainment and sports specials for broadcast, Olympic sport arena tours, and representation of Olympic athletes. The Edge broadcast portfolio includes creating the Teen Choice Awards on FOX, the Kids Choice Awards on Nickelodeon, Ice Wars on CBS, Hope Rocks on FOX, and the Action Sports Awards on FOX.