



Contact: Amber McCracken
202-974-5009
mccrackena@ruderfinn.com

FROSTED PINK WITH A TWIST TO EMPOWER WOMEN THROUGH EDUCATION AND ADVOCACY

EVENT TO SHOWCASE 2008 OLYMPIC GYMNASTS AND GRAMMY AWARD-
WINNING MUSIC ICONS IN CANCER AWARENESS CAMPAIGN

May 30, 2008 (CHICAGO) – This year in the United States an estimated 260,000 women will be diagnosed with breast, cervical, endometrial, ovarian, vaginal, and vulvar cancers, and an estimated 69,000 women will die from these diseases. In response, a coalition of leading cancer organizations is creating a new initiative to communicate a very important message to all American women: be your own best advocate by learning as much as you can about cancer.

As the oncology community meets in Chicago for the 44th Annual Meeting of the American Society of Clinical Oncology (ASCO), **Olympic Champion Mary Lou Retton** announced that the organization will join forces with five other national cancer organizations in a landmark television event and multimedia education campaign -- ***Frosted Pink with a Twist*** -- to raise awareness of cancer and inspire the public to learn more about early detection, prevention, and advances in cancer care and treatment. ASCO's newly launched patient Web site, Cancer.Net (www.cancer.net) will be the official clinical cancer information resource for ***Frosted Pink with a Twist***. Cancer.Net brings ASCO's expertise and resources to people living with cancer and those who care for and about them.

Frosted Pink with a Twist is the anchor event of a multi-year television network, cable network and multimedia campaign that focuses on educating viewers about cancers that primarily affect women. Timed for National Breast Cancer Awareness Month in October and co-hosted by **Mary Lou Retton**, ***Frosted Pink with a Twist*** will highlight the current All-Around Women's Gymnastics Champion, **Shawn Johnson**, defending Olympic All-Around Men's Champion **Paul Hamm** as well other stars of Men's and Women's US Olympic Gymnastics teams. Paired with the Champion gymnasts will be icons of song...making for a historical evening of sports, entertainment, and health awareness.

"Frosted Pink's message is simple, but necessary: we all need to do our part in the fight against cancer," said Ms. Retton. "Our hope is that with more information, women will become empowered and become better advocates for their own health."

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Raising awareness is especially significant because research continues to find that despite significant improvements in the diagnostic tools and treatment options for women's cancers, many women lack the basic information they need to get quality care. For example, studies from the last couple of years show that only two-thirds of all women aged 40 and over (66.4 percent) receive regular mammograms and Asian American, Hispanic/Latina, low-income and less educated women are less likely to have regular Pap tests. Moreover, while many women are concerned about breast cancer, 42 percent of those polled in a 2007 survey said they did not have a conversation with their doctor about their risks.

"Today, we know more about preventing, diagnosing and treating women's cancers than ever before," said Nancy Davidson, MD, president of the American Society of Clinical Oncology. "But if the oncology community is going to make the most of this progress, we must connect with the American public and inspire them to learn about these cancers so they can get educated, get empowered and take action."

Along with ASCO, ***Frosted Pink with a Twist*** brings together four of America's most effective patient advocacy organizations: the Gynecologic Cancer Foundation (GCF), the National Breast Cancer Coalition (NBCC), the National Coalition for Cancer Survivorship (NCCS), and the Ovarian Cancer National Alliance (OCNA). Moreover, the Oncology Nursing Society (ONS) has joined the initiative as an outreach partner. The result is a united effort of patient groups and professional organizations to broaden the message to millions who are touched by cancers that primarily affect women.

In 2007, the television event paired Grammy award-winning artists with Olympic Champion women's figure skaters in a unique collaboration of iconic stars from both disciplines. This year, ***Frosted Pink with a Twist*** will air nationally on **ABC from 4 – 6 pm on Sunday, October 12**. The show will re-air on additional cable networks throughout the remainder of the month. To extend the reach and impact, the public will have access to a dynamic web destination -- www.frostedpink.org -- which will serve as the foundation for a community of visitors looking for the latest information and links to the vitally important resources necessary for women to get involved and do something in the fight against cancers that primarily affect women.

According to the National Cancer Institute (NCI), an estimated 260,950 women will be diagnosed in 2008 with a women's cancer in the United States. 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.

ASCO is composed of over 25,000 oncologists globally who are the leaders in advancing cancer care. Cancer.Net is made possible by The ASCO Cancer Foundation, which provides support for cutting-edge cancer research, professional education, and patient information.

Frosted Pink with a Twist is supported by 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.

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Frosted Pink with a Twist is the creation of Mike Burg, CEO of Edge Entertainment and Edge Marketing & Management, who conceived of Frosted Pink after twice winning the battle against Hodgkin's disease. 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.

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