
STAND UP TO CANCER ANNOUNCES LUCKY SWEEPSTAKES WINNERS



Two Supporters Win the Chance to Attend and Participate in the Star-Studded Telecast to Fight Cancer on September 5th

Los Angeles-- Aug. 28, 2008 -- *Stand Up To Cancer* (www.standup2cancer.org), a new initiative to raise philanthropic dollars for accelerating ground-breaking cancer research, today announced the winners of their online sweepstakes for a chance to sit in on the celebrity phone bank during the September 5, 2008 event simultaneously broadcast live and commercial free on ABC, CBS and NBC at 8pm EST and PST.

The grand prize winner, Tracy Sestili of San Francisco, will appear on the nationally televised fundraising special sitting next to dozens of A-list celebrities at the Kodak Theater in Hollywood, CA raising money to push cancer from a disease that takes lives to one people can survive.

Sestili, a cancer activist, started a non-profit (beverlyfund.org) in honor of her mother and grandmother, who died of lung cancer. "It was life changing," says Sestili. "Everyone deals with cancer in different ways. I chose to get involved."

To enter the sweepstakes, contestants were encouraged to use the www.standup2cancer.org website and participate in online activities such as registering an account, joining teams and launching stars in order to earn points redeemable for the sweepstakes entry. The winners were then randomly selected.

The first prize winner, Geraldine Rodriguez of Boca Raton, Florida and her guest won the chance to attend the live event as an audience member. Rodriguez, who is a huge David Cook fan, found out about the *Stand Up To Cancer* sweepstakes when it was announced that Cook would participate in the show.

The *Stand Up To Cancer* special will feature live performances by legendary recording artists and stars from film and television who will perform as well as present filmed content giving viewers insight into cancer. Various screening tests will be demonstrated in novel and entertaining ways.

Stars scheduled to appear on the show include: Jessica Alba, Casey Affleck, Jennifer Aniston, Christina Applegate, Lance Armstrong, Charles Barkley, Halle Berry, Jack Black, Abigail Breslin, Kate Bosworth, Josh Brolin, David Cook, Ellen DeGeneres, Dana Delany, Fran Drescher, Kirsten Dunst, Elizabeth Edwards, Jimmy Fallon, Jon Favreau, America Ferrera, Jennifer Garner, Brad Garret, Angie Harmon, Neil Patrick Harris, Salma Hayek, Marg Helgenberger, Scarlett Johansson, Diane Keaton, Julia Louis-Dreyfus, Rob Lowe, Mandy Moore, Don Newcombe, Masi Oka, Sharon Osbourne, Danica Patrick, Josh Peck, Mekhi Phifer, Keanu Reeves, Christina Ricci, Robin Roberts, Homer Simpson, Marge Simpson, Meryl Streep, Hilary Swank, Charlize Theron, Goran Visnjic, and Forest Whitaker. Network news anchors Charles Gibson, Katie Couric and Brian Williams will report on potentially life-saving research, speaking with both patients and scientists.

The September 5th broadcast will feature the premiere of “Just Stand Up,” the all-star charity single benefiting *Stand Up To Cancer* and produced by L.A. Reid and Kenneth “Babyface” Edmonds in their first creative reunion on record in nearly two decades. The performance features more than a dozen of the world’s most accomplished female recording artists including Mariah Carey, Beyoncé, Mary J. Blige, Rihanna, Fergie, Sheryl Crow, Miley Cyrus, Melissa Etheridge, Ashanti, Natasha Bedingfield, Keyshia Cole, Leona Lewis, LeAnn Rimes, and Carrie Underwood. Beginning September 2nd, “Just Stand Up” will be available to purchase at iTunes and mobile carriers worldwide.

About Stand Up To Cancer

Stand Up To Cancer is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways.

Stand Up To Cancer's leadership team includes Katie Couric; Laura Ziskin; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (who is also Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen, and Vice President Kathleen Lobb; the Noreen Fraser Foundation and its executives Noreen Fraser (who is also a cancer survivor) and Woody Fraser, and Rusty Robertson and Sue Schwartz also of the Robertson Schwartz Agency; and nonprofit executive Ellen Ziffren, whose husband, noted L.A. attorney Ken Ziffren, played a pivotal role in bringing together the three networks for the broadcast special.

Stand Up To Cancer's innovative approach to research is designed to eliminate barriers that have traditionally inhibited creativity and collaboration by enabling the best and brightest investigators from leading institutions across the country and internationally to work together. These collaborative “Dream Teams” will pursue the most promising research, accelerating the discovery of new therapies for cancer patients and advancing efforts in cancer prevention research. Stand Up To Cancer monies will also be used for some high-risk, high-impact cancer research proposals, which are often not supported by conventional funding sources. The American Association for Cancer Research (AACR), the oldest and largest scientific organization in the world focusing on every aspect of high-quality, innovative cancer research, will conduct expert scientific review of the

research projects and administer funds raised through the initiative under the direction of a Scientific Advisory Committee.

Many leading philanthropists, organizations and corporations support the *Stand Up To Cancer* mission, including the Sidney Kimmel Foundation as well as Major League Baseball, Amgen, AARP, Bloomberg Philanthropies, GlaxoSmithKline, Inter-American Development Bank (IDB), Revlon, Wallis Annenberg & The Annenberg Foundation, Alliance for Global Good, Lee Jeans, New York Giants, Philips, Saks Fifth Avenue, Steve Tisch, Stonyfield Farm, The Island Def Jam Music Group and many others. In addition to ABC, CBS and NBC, SU2C major media partners include AOL, Condé Nast Media Group, eBay Inc., Facebook, Hachette Filipacchi Media U.S., Hearst Corporation, Los Angeles Times, Meredith Corporation, Paypal, The New York Times Company, Time Inc., and WebMD.

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