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Major League Baseball

Commissioner Allan H. (Bud) Selig often says that baseball is a social institution with important social responsibilities. Major League Baseball (MLB) impacts the communities, in which it plays in many ways, including the social issues that concern its fans. One of the most important issues is the fight against cancer.

Baseball's commitment to the fight against cancer is long and varied. The game has supported many different cancer initiatives through its community activities and cause-related marketing efforts, such as partnerships with Susan G. Komen For The Cure and the Prostate Cancer Foundation, which targets breast and prostate cancer, respectively. Major League Baseball is dedicated in its dedication and support for awareness, research and early detection of these different types of cancers. Furthermore, this year baseball is marking the 10th anniversary of its skin cancer awareness partnership with the American Academy of Dermatology (AAD).

Baseball's support for Stand Up To Cancer takes its commitment to an even higher level, as it recognizes that this important fight against cancer must be fought on all fronts. MLB's partnership with Stand Up To Cancer is unique, as it was the first "hero" to sign on with this history-making organization. With Baseball's support and that of other organizations, it is hoped that all of us can help accelerate the progress towards cures and life prolonging treatments for all types of cancers. Major League Baseball is proud to Stand Up To Cancer.

+ For more information on Major League Baseball's cancer initiatives please visit:

www.mlb.com

Sidney Kimmel Foundation For Cancer Research

Sidney Kimmel has been standing up to cancer for many years through his support of countless researchers and physicians fighting the battle against cancer. His contributions are unmatched, having reached \$550 million. Treatment and research centers at Johns Hopkins University, Memorial Sloan-Kettering, and Thomas Jefferson University bear his name. He took the lead in lobbying for increased government funding with the 1998 March to Conquer Cancer in Washington. In 2008, Sidney Kimmel joined Stand Up To Cancer with a \$25 million pledge.

The crown jewel of Mr. Kimmel's contributions to cancer research is the Kimmel Scholars program, an annual award to 15 young researchers (185 thus far since the program's 1997 inception) to fund their first post-training investigations. The Scholars, selected from an impressive applicant pool by an all-star panel of scientists, receive the awards at a point in their careers when they have yet to develop the résumés necessary to obtain government funding. Like a pebble in a stream, the impact of these grants is amplified as the Scholars become established and begin training and supporting a new generation of researchers.

Sidney Kimmel is Chairman and founder of Jones Apparel Group, a Fortune 500 company and leader in the women's apparel and footwear industry. He also heads a movie production company, Sidney Kimmel Entertainment, which has brought such films as United 93, The Kite Runner, Alpha Dog and Death at a Funeral to the screen.

+ www.kimmel.org