
MORE CELEBRITIES JOIN THE STAND UP TO CANCER TV EVENT



DAZZLING ARRAY OF STARS TO LIGHT UP STAND UP TO CANCER SEPTEMBER 10TH BROADCAST *George Clooney, Gwyneth Paltrow, Will Smith, Denzel Washington, Renée Zellweger and More Join Landmark One-Hour Event Simultaneously Broadcast on ABC, CBS, FOX, NBC and a Host of Cable Channels*

A Special Half-Hour Pre-Show Promotion Hosted by Cat Deeley Will Air Online; Celebrity Phone Banks Open as of 7:30 PM EST / 4:30 PM PST

A Half-Hour Extended-Play LIVE Online "Jam Session" Rounds Out the Evening

SEPTEMBER 1, 2010 / LA & NYC (www.standup2cancer.org) – The extraordinary lineup of actors, musicians, athletes and journalists participating in the Stand Up To Cancer (SU2C) primetime roadblock television fundraising event (September 10, 2010, at 8PM EST & PST / 7PM CT) continues to grow. The following supporters have now joined the broadcast: **Elizabeth Banks, Kathy Bates, Sir Richard Branson, Michael Chiklis, George Clooney, Baron Davis, Emily Deschanel, Bill Hader, Dorothy Hamill, Anne Heche, Cheryl Hines, Randy Jackson, George Karl, Dr. Jon Lapook, Rob Lowe, Jane Lynch, Marlee Matlin, Shareen Mitchell, Olivia Munn, Lisa Niemi, Kelly Osbourne, Gwyneth Paltrow, Matt Passmore, Will Smith, Sam Trammell, Denzel Washington, Aaron Yoo and Renée Zellweger.**

Musical guests scheduled to perform include: **Billie Joe Armstrong** of Green Day, **Neil Diamond, The Edge, Delta Goodrem, Herbie Hancock, Kris Kristofferson, Lady Antebellum, Leona Lewis, Orianthi** and **Ann Wilson** and **Nancy Wilson** of Heart. These artists join previously announced performers including Natasha Bedingfield, Martina McBride, Aaron Neville, Dave Stewart and Stevie Wonder.

The Stand Up To Cancer (SU2C) telecast will raise funds that will accelerate innovative cancer research. The live, one-hour fundraising event will be simulcast commercial-free on ABC, CBS, FOX, NBC, Bio, Current TV, Discovery Health, E!, G4, HBO, HBO Latino, MLB Network, mun2, Showtime, Smithsonian Channel, The Style Network, TV One and VH1 and hosted by network news anchors Katie Couric, Diane Sawyer and Brian Williams. The broadcast will air in 195 countries, as well as on the Armed Forces Network.

"Plain and simple, cancer takes too much from us," said Laura Ziskin, SU2C co-founder and executive producer of the September 10th broadcast, who is a cancer survivor. "Loved ones lost to it, pain and suffering endured by those in treatment, even the recent report that cancer has the most devastating economic impact of any cause of

death...this disease exacts a very high price. We want people all over the country to rise up and say, 'ENOUGH!'

"Tune in on Sept. 10th to see your favorite stars, who'll ask, 'Will you stand up with us?' Person by person, saying 'yes' moves us toward a goal completely within our grasp: a world without cancer. A donation of any size brings scientists one step closer to a cure," Ziskin said.

Cat Deeley of FOX's So You Think You Can Dance will host the pre-show promotion to kick off the evening as the celebrity phone bank opens at 7:30 PM EST / 4:30 PM PST. A 30-minute online "after hours" extended play featuring jams with musical guests **Fitz and the Tantrums, Orianthi, Natasha Bedingfield** and **Heart** will conclude the night's events. The pre-show promotion and extended play will be featured on numerous online portals and destination sites (which will all also stream the one-hour special online) including: ABC, ABC News, AOL, Bing, CBS, CBS News, Crackle, Discovery Health, E! Online, FOX, G4, Hulu, Livestream, MLB Network, MSN, mun2, NBC, Style Network, TV Guide, TV One, Ustream, VEVO, VH1, Wonderwall.MSN.com, omg.yahoo.com and YouTube.

Previously announced participants in the September 10th special include: Kareem Abdul-Jabbar, Tatyana Ali, Dave Annable, Christina Applegate, Lance Armstrong, David Boreanaz, Abigail Breslin, Cindy Crawford, Fran Drescher, Elizabeth Edwards, Donald Faison, Sally Field, Derek Fisher, Michael C. Hall, Alyson Hannigan, Tony Hawk, Jon Heder, Marg Helgenberger, Terrence Howard, Ken Jeong, Rashida Jones, Minka Kelly, Laura Linney, Zachary Levi, Ray Liotta, Seth MacFarlane, Mandy Moore, Apolo Anton Ohno, Dr. Mehmet Oz, Jim Parsons, Aubrey Plaza, Dr. Ana Maria Polo, Yarel Ramos, Naya Rivera, Robin Roberts, Seth Rogen, The Simpsons, Eric Stonestreet, Marcia Strassman, Alison Sweeney, Maura Tierney, Gabrielle Union, Sofia Vassilieva, Sofia Vergara, Marissa Jaret Winokur, Reese Witherspoon and Ethan Zohn.

Also appearing on the September 10th special as an inspiration to those currently in the fight against cancer are Anne Feeley and Pearce Quesenberry. A brain cancer survivor, Anne Feeley, at age 55, recently cycled from San Francisco to Washington, D.C., to generate awareness about and funds for the fight against the disease. Pearce Quesenberry is a 13-year-old who was featured in the 2008 Stand Up To Cancer broadcast as she was battling brain cancer. Pearce is now cancer-free, and will participate in this year's broadcast as a survivor.

The broadcast is dedicated to the 12 million U.S. cancer survivors, illustrating how groundbreaking research can change the tide in the fight against the disease. Updates will be provided on the work of the five Stand Up To Cancer Dream Teams, and Dr. Sanjay Gupta, CNN's Chief Medical Correspondent, will report on other new medical developments.

SU2C's star-studded television special builds continuing public support and donations for cutting-edge cancer research that translates at a rapid pace from the laboratory to

treatments and technologies benefitting patients. One-hundred percent of all donations received from the public will go directly to cancer research. Viewers will have the ability to donate via a dedicated phone line, the web, or through text.

The 2008 telecast helped raise over \$100 million. To date, five multi-disciplinary “Dream Teams” of researchers from more than 50 institutions, as well as 13 young innovative scientists who are undertaking high-risk yet potentially high-reward projects have received SU2C funding. SU2C brings together these scientists from different disciplines across various institutions to work collaboratively, rather than competitively, at a critical time in the field of cancer research.

The American Association for Cancer Research (AACR), which consists of more than 32,000 scientists engaged in the fight against cancer, is Stand Up To Cancer’s sole scientific partner. The AACR, the oldest and largest scientific organization in the world focusing on every aspect of high-quality, innovative cancer research from the bench to the bedside, is responsible for administering and managing the grants, and providing scientific oversight in conjunction with the SU2C Scientific Advisory Committee, led by Nobel Laureate Phillip A. Sharp, Ph.D., institute professor at the David H. Koch Institute for Integrative Cancer Research at the Massachusetts Institute of Technology.

About the Stand Up To Cancer Initiative Stand Up To Cancer (SU2C) – a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization – raises funds to hasten the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives. In the fall of 2007, a group of women who have been profoundly affected by cancer began working together to marshal the resources of the media and entertainment industries in the fight against it.

Stand Up To Cancer will return to primetime TV on September 10, 2010, at 8PM EST & PST / 7PM CT. The one-hour fundraising event will be simulcast live and commercial-free on ABC, CBS, FOX, NBC, Bio, Current TV, Discovery Health, E!, G4, HBO, HBO Latino, MLB Network, mun2, Showtime, Smithsonian Channel, The Style Network, TV One and VH1.

The SU2C founding members include **Laura Ziskin**, executive producer of the Sept. 5, 2008 broadcast and the upcoming one, who is a cancer survivor; **Sherry Lansing**, chairperson of the Entertainment Industry Foundation’s Board of Directors and founder of the Sherry Lansing Foundation; EIF President and CEO Lisa Paulsen; Katie Couric; EIF Senior Vice President **Kathleen Lobb**; **Rusty Robertson** and **Sue Schwartz** of the Robertson Schwartz Agency; nonprofit executive **Ellen Ziffren**; and **Noreen Fraser**, founder of the Noreen Fraser Foundation (NFF) and a cancer survivor. SU2C was formally launched on May 27, 2008.

Major League Baseball was the founding donor to contribute to Stand Up To Cancer. Other major SU2C supporters include **Sidney Kimmel**, the country’s largest individual supporter of cancer research; **Amgen, Bloomberg Philanthropies, Cancer Treatment Centers of America, The Gateway for Cancer Research Foundation, GlaxoSmithKline, Inter-American Development Bank (IDB), Wallis Annenberg &**

The Annenberg Foundation, Alliance for Global Good, Milken Family Foundation, Philips Electronics, Steve Tisch, The Island Def Jam Music Group, Comcast and many others. SU2C major media partners include **AOL, Bonnier Corporation, Condé Nast Media Group, Costco Connections, eBay Inc., Facebook, Hearst Corporation, iTunes, MySpace, Rodale, Inc., Los Angeles Times, Martha Stewart Living, Meredith Corporation, Time Inc., Twitter, VEVO** and **YouTube**.

About the Entertainment Industry Foundation

Stand Up To Cancer is a program of the Entertainment Industry Foundation (EIF), the 501(c)(3) not-for-profit organization that serves as the collective philanthropy for the television and film businesses. EIF has distributed hundreds of millions of dollars to support programs addressing critical health, education and social issues.

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