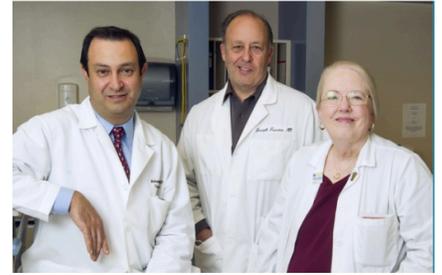


Cancer Research Matters

UC Davis Comprehensive Cancer Center physicians are among the most respected in their fields. As faculty members of a major university medical center, they have been entrusted to train the next generation of cancer specialists. These physicians also conduct clinical research and collaborate closely with laboratory scientists, ensuring that new drugs and other treatments developed in the lab can move quickly to the clinic to benefit patients.



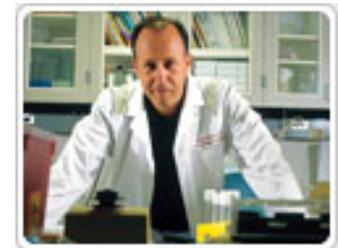
Blood Cancer Facts

Over 1 million people in the United States are living with, or are in remission from, blood cancers. While progress is being made with treatments, an estimated 58,000 people still die of these malignancies annually. Research is essential to finding more effective approaches to treating and curing these cancers. Much of this research is done at well-funded institutions with large staffs. The results from these centers of research are certainly impressive.

Right here in the Sacramento region at the UC Davis Comprehensive Cancer Center, Dr. Joseph Tuscano leads a small research team that is performing ground-breaking, innovative, grass-roots work.

The team is driven by an intense passion and unbridled commitment to developing less toxic and more effective treatments that utilize the patient's own immune system. But, securing funds for this type of research can be time consuming and challenging. Why? Research for blood cancers is rarely funded by big pharmaceutical companies. Instead, the funding comes from very select research grants and contributions from private individuals. The process to earn grants is very competitive. And, the reality is that grant money is rarely 100% dedicated to the actual research due to significant University "overhead."

Sunday on the Green, a fundraising event sponsored by the Better Life Foundation of California, benefits the blood cancer research programs of Dr. Joseph Tuscano at UC Davis Comprehensive Cancer Center. Dr. Tuscano has a track record of hunting for novel approaches to treat non-Hodgkin's lymphoma, leukemia and multiple myeloma.



100% of private donations such as those from the *Sunday on the Green* event go **directly** to the research programs. This event is therefore an important and critical part of Tuscano's overall research budget.

You can feel confident that your donation goes directly to research programs that can result in innovative treatments.

Research Studies Led by Tuscano

In addition to his research, Dr. Tuscano sees and treats patients in the clinical setting, performs bone marrow/stem cell transplant procedures, and teaches at the UC Davis Medical School. Following are a few research programs underway under Tuscano's leadership and guidance.

► **Non-toxic alternatives:** Tuscano treated a Lymphoma patient who was taking a natural product, made from fermented wheat germ extract, which had shown promising results in laboratory tests. Tuscano monitored his patient, and saw that over time the patient's tumors shrank, spurring him to take a deeper look at the product. What he found was the product killed lymphoma cells grown in cultures in the laboratory. He and other scientists from his laboratory then tested it in tumor-prone mice. Again, tumors shrank and in some cases, disappeared. Tuscano and his colleagues have identified 17 proteins that make this non-toxic product effective against lymphoma. The team has submitted a patent application, and has agreed to collaborate with the product's maker to continue work on developing it as a lymphoma treatment.

► **Taking the "blanket" off of cancer cells:** Working in the lab, one of Tuscano's student researchers found a protein which has the ability to create a 'blanket' over cancer cells—making them invisible to, and allowing them to evade, the immune system. The team is actively researching how to remove this protein and its protective shell to allow the immune system to do its natural job: detect and identify the cancer cell and eradicate it.

► Partnering with the UC Davis

Veterinary School: Like humans, dogs are also susceptible to cancers such as lymphoma. In collaboration with a team at the UC Davis School of Veterinary Medicine, Tuscano is testing treatments with the animals that could be stepping stones to new treatment protocols for humans. Proving once again: A dog is man's best friend.

Blood Cancer Facts

Research projects such as these can lead to effective treatments for blood cancers, but can also lead to treatments for other cancers and other diseases. Funding these projects will have a large impact on the fight against cancer.



Blood cancers include leukemia, lymphoma and myeloma, and account for 10% of the 1.6M new cancer cases diagnosed in the U.S. each year.



Blood cancers can affect cells in the blood, bone marrow, spleen, lymph nodes, and other parts of the lymphatic system.



Every 3 minutes one person in the United States is diagnosed with a blood cancer.



Today, an estimated 1.2 million people in the US are living with, or are in remission from, a blood cancer.



Approximately every 9 minutes, someone in the US dies from a blood cancer. This statistic represents six people every hour or nearly 160 people each day.

Donations are accepted by the Better Life Foundation, a 501(c)3 non-profit organization (#37-1820255) focused on improving the lives of blood cancer patients.

Visit www.SundayontheGreen.com to learn more about this event.

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