



BEATING CANCER

PCF



2004 WAS A REMARKABLE YEAR.

- *Fortune* featured the PCF in its November cover story entitled “Beating Cancer,” and named the PCF as its official philanthropy to celebrate its 75th anniversary.
- For the first time ever, the U.S. Food and Drug Administration approved a drug (Taxotere) that extends life for men with advanced prostate cancer.
- The PCF expanded its donor base by 35%.
- And, significant progress was made in demonstrating the link between nutrition, especially antioxidants, and prostate cancer.

Fortune magazine noted the
PCF and Mike Milken have...

"...managed to raise the profile of prostate cancer significantly, increase funding dramatically to fight the disease, spur innovative research, attract new people to the field, get myriad drugs into clinical trials, and dare we say, **speed up** science."

November 29, 2004

DEAR FRIENDS

Last spring, *Fortune* magazine arrived on our desks with a dispiriting cover story titled “Why We’re Losing the War on Cancer.” The article argued that the “cancer establishment” was wasting time and resources while millions of cancer patients were left waiting for new treatments and a cure for their disease.

While we respected *Fortune’s* analysis, it simply didn’t square with what we were experiencing at the Prostate Cancer Foundation. Here, we saw the best and brightest researchers making real strides in understanding this disease and testing new treatments. We were identifying visionary leaders working relentlessly to remove roadblocks to the development of better treatments and potential cures. And, we were researching treatments and lifestyle changes available to patients right now, helping many live longer.

We felt so strongly, in fact, that we suggested to *Fortune* that they do a follow-up story on the success of the PCF. They

took our advice, and the resulting cover story ran in November 2004 under the headline “Beating Cancer.”

Harnessing Our Power

At the PCF, we are doing everything in our power to beat cancer. Starting a little more than a decade ago, we turned the “cancer establishment” on its ear, transforming prostate cancer research from a backwater into one of the most important areas of cancer research. We have raised more than \$230 million from major donors, corporations, leading brands and individuals to fund prostate cancer research, quickly establishing the PCF as the world’s leading philanthropic source of support for prostate cancer research.

We have funded more than 1,200 prostate cancer research projects at more than 100 institutions worldwide. We have successfully advocated for massive increases in federal funding for prostate cancer research, leveraging your contributions many times over.

Moreover, we have continuously worked to clear the barriers to successful prostate cancer research. We have established novel alliances among research institutions and bridged the gap between clinicians in the various medical disciplines, providing them with valuable insight into the research process and gaining their help in speeding prostate

cancer treatments through the development process. We have opened doors to key government officials, providing them with information and support to both rally governmental resources and reduce bureaucratic barriers.

Achieving Results

In 2004, we issued the first-ever *Report to the Nation on Prostate Cancer*, in which 24 prostate cancer thought leaders outlined the state of the art in the diagnosis, treatment and prevention of prostate cancer and laid out a clear agenda for future progress.

The results? We are fighting cancer in meaningful ways. In 2004, an estimated 30,000 men died of prostate cancer, a 26% decrease in prostate cancer deaths from 1993, when the PCF was founded. In 1993, there were five approved drugs for treating prostate cancer. Today there are 13 approved drugs, with many more making their way

through the clinical pipeline toward regulatory approval. In 1993, men without prostate cancer didn't have their prostate specific antigen (PSA) levels routinely checked because the test wasn't even approved as a preventive screening method. Today, tens of millions of men have their PSA levels checked, allowing physicians to catch prostate cancer at very early stages while also increasing treatment options.

Today, breakthroughs in prostate cancer research seem to happen almost daily, with new reports streaming out about advances in drug development, treatment options, diagnostic capabilities and new lifestyle choices. A recent pinnacle of scientific achievement was reached with the awarding of the 2004 Nobel Prize in Chemistry to Aaron Ciechanover, M.D., D.Sc., a recipient of multiple PCF research grants, to support his award-winning research into the proteasome, which regulates the abundance of key proteins involved in cell survival.

Today, breakthroughs in prostate cancer research seem to happen almost daily, with new reports streaming out about advances in drug development, treatment options, diagnostic capabilities and new lifestyle choices.

A Team Effort

Indeed, it's a very exciting time to be working on your behalf to find better treatments and an ultimate cure for recurrent prostate cancer. We have been joined in our work by an impressive lineup of supporters, including Major League Baseball, Safeway, eBay, AriZona Beverages, Yahoo!, News Corp., Hugo Boss and *many* more. We have persuaded the two most populous states in the U.S., New York and California, to include a tax-form check-off to support prostate cancer. We have generated a wave of publicity about our cause with the help of NBC's *Today* show; our "Act. Like a Man." public service advertising campaign, produced by TBWA\Chiat\Day; and, yes, a cover story in *Fortune* magazine.

Yet we stay focused on our goal, and for a very good reason: In 2005, an estimated 232,000 men will be diagnosed with prostate cancer. Despite all our achievements to date, another 30,000 men

are likely to die from prostate cancer in 2005. Moreover, with the aging of the baby boomer generation, we await a wave of new prostate cancer cases, upwards of 300,000 a year by 2015, and a death rate spiraling up to 50,000 men per year.

These sobering statistics guide us in everything we do. If we are to continue to beat prostate cancer, we will have to marshal far more resources and persuade many more people to join our cause.

That's why we continue to need your help. We're doing everything we possibly can, around the clock, to beat cancer—raising funds, supporting researchers, breaking down barriers, creating alliances—but to do more, we must have your help.

You Must Act

With your generous support, we can fund more of the many worthy research grant requests that arrive at our offices every day. With your help, we will continue to clear the scientific and bureaucratic hurdles that impede progress and cause needless suffering.

This year, we urge you to act and help the Prostate Cancer Foundation continue to beat cancer.

Sincerely,

Michael Milken
Founder and Chairman



Leslie D. Michelson
*Vice Chairman and
 Chief Executive Officer*



We can't do it alone. It's as simple as that. To beat prostate cancer once and for all, we must leverage the talents and resources of thousands of people and institutions around the world. Collaboration, cooperation and teamwork have been hallmarks of the PCF from the start, and they remain important components of the PCF's ongoing strategy. Our supporters include the people featured in this report—men with prostate cancer, loved ones and others who simply care. Join us.

PROSTATE CANCER STATUS UPDATE

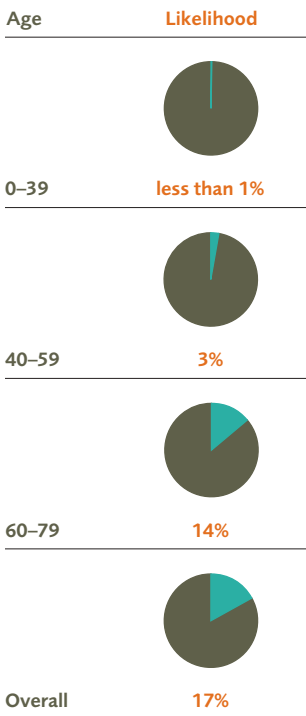
Cancer of the prostate is the most common non-skin cancer in America. One in six American men will be diagnosed with prostate cancer. A man is 33% more likely to get prostate cancer than a woman is to get breast cancer.

Prostate cancer is a scourge—it attacks millions of men as they age. Last year, 232,000 men received a prostate cancer diagnosis, and the disease took the lives of some 30,000 men, including the famous—*Law & Order*'s Jerry Orbach, Citigroup's Walter Wriston, legendary guitarist Johnny Ramone—as well as everyday loved ones—someone's father, son, brother, friend.

The prostate is no bigger than a walnut, yet it plays a key role in the male reproductive system. Located in a hard-to-reach place between the penis and the bladder, it is unusually susceptible to cancer. Researchers believe the “Western-style” diet of the average American—high in fat but low in fruits and vegetables—may be partly responsible for the high rates of prostate cancer in the U.S. compared with those of other nations. That's one reason the PCF emphasizes nutrition and lifestyle research. Prostate cancer also has the strongest familial link among all major cancers. Twenty-five percent of prostate cancer patients have a relative with the disease. Race is also a factor—African Americans are 65% more likely to develop prostate cancer compared with Caucasians, and are *twice* as likely to die from it.

While we still don't know what causes prostate cancer, we do know that as men get older, their chances of developing the disease rise sharply. With thousands of baby boomers turning 50 every single day, the cohort of men who will get prostate cancer is growing rapidly. So the PCF considers itself to be in a race against time to develop better treatments and a cure for recurrent prostate cancer as soon as possible.

The Likelihood of Developing Prostate Cancer Increases Dramatically with Age



Source: American Cancer Society, *Cancer Facts and Figures, 2005*.

"I've never seen a harder-working team than the people at the PCF. Their **commitment** to winning the fight against this disease is matched only by their **desire** to save lives."



NAME	Joe Torre
AGE	64
OCCUPATION	Four-time World Series champion and Manager, New York Yankees
PCF CONNECTION	An influential leader in the PCF's Home Run Challenge, Joe is a spokesman, public advocate and role model for the PCF.

“New treatments and early detection are saving lives, but the fight won’t be over until we find a cure. The PCF is doing more than any other group to see to it that we win this battle.”



Currently, there are 13 approved drugs to treat prostate cancer, more than double the number available when the PCF opened its doors.

In the 11 years of the PCF's existence, leading-edge prostate cancer diagnosis, treatment and prevention have come a long way. Today, there are two primary screening methods for prostate cancer: digital rectal exam and the PSA blood test. In addition, a battery of treatment options are available including removal of the prostate (radical prostatectomy) and radiation treatment (external beam or brachytherapy) for localized prostate cancer. Treatment options for advanced or metastatic prostate cancer include hormone therapy and chemotherapy. Currently, there are 13 approved drugs to treat prostate cancer, more than double the number available when the PCF opened its doors.

Moreover, there are scores of new drugs and novel treatment options in various stages of research and development for the treatment and management of prostate cancer, many of them funded by the PCF. The PCF is committed to bringing new drugs and treatment options through the regulatory process and into the hands of practicing physicians as quickly as possible.

THE PCF'S CRUCIAL ROLE IN DRIVING PROSTATE CANCER RESEARCH

The PCF exists for a single purpose: to drive research to find better treatments and a cure for recurrent prostate cancer. In its first 11 years, the PCF has raised more than \$230 million, making it the world's largest source of philanthropic support for prostate cancer research. By keeping its expenses low, the PCF has been able to devote 78 cents of every dollar raised to research, making it one of the most efficient medical charities in the country.

To date, the PCF has awarded grants to more than 1,200 researchers at more than 100 institutions worldwide. Last year, the PCF awarded grants to 25 researchers worldwide. Many of the proposals submitted were highly worthy of funding, yet were turned down simply due to lack of funds. The PCF is committed to working with its donors and partners to raise enough funds so that every worthy applicant receives funding.

“I cannot tell you what a difference the PCF has made in the lives of **men and their families**. After working in this field for 45 years, I’m excited about what the future holds.”



NAME	Donald S. Coffey, Ph.D.
AGE	72
OCCUPATION	Professor of urology, oncology, pharmacology and molecular sciences and pathology, The Johns Hopkins University School of Medicine
PCF CONNECTION	The “grandfather” of prostate cancer research, Dr. Coffey was the first scientist to join forces with the PCF and has been a strategic guide to the Foundation ever since.

“For the first time in my life, I honestly think we can cure prostate cancer. The PCF is largely responsible for that.”



Prostate cancer also has the strongest familial link among all major cancers. Twenty-five percent of prostate cancer patients have a relative with the disease. Race is also a factor—African Americans are 65% more likely to develop prostate cancer compared with Caucasians, and are twice as likely to die from it.

The PCF employs a novel “fast-track” approach to funding scientific research. Rather than requiring applicants to spend valuable time crafting elaborate funding requests only to have them wait months for a decision, the PCF has greatly streamlined the process, requiring only a five-page application and providing a response within 90 days. This approach has enabled the PCF to bring prostate cancer research quickly up to speed and has resulted in numerous breakthrough research achievements.

Recent PCF achievements include:

- Groundbreaking work with recent Nobel Prize winner Aaron Ciechanover, M.D., D.Sc., for his work in illuminating the significance of the proteasome, a cellular function that regulates the destruction of unneeded cell proteins. Dr. Ciechanover has received multiple research grants from the PCF to study the application of his research to prostate cancer.
- The proteasome is the target of Millennium’s Velcade (bortezomib), which is currently in clinical trials for the treatment of prostate cancer and has already been approved for the treatment of multiple myeloma. The PCF provided crucial early funding to support the initial development of Velcade.
- Abbott Laboratories’ 2004 submission of an application to market Xinlay (atrasentan) for the treatment of metastatic hormone-refractory prostate cancer, an advanced stage of prostate cancer that no longer responds to hormone treatment and has spread to other parts of the body, particularly the bones.

The PCF provided initial funding for research at The Johns Hopkins University into atrasentan, an endothelin-1 receptor antagonist, which was proven to slow the growth of prostate cancer cells in the laboratory and in animal studies. Additional PCF-supported research showed that the agent attacks prostate cancer in bone, laying the foundation for the successful clinical trials that followed and Abbott’s application for permission to market the drug.

“The PCF is doing a **great job** at harnessing more of society’s resources to defeat this deadly disease. Safeway is **proud to support** the extraordinary work of the PCF.”



NAME	Steve Burd
AGE	55
OCCUPATION	Chairman and CEO, Safeway Inc.
PCF CONNECTION	Under Steve's leadership, Safeway has become a leader of community causes, including prostate cancer, breast cancer, hunger relief and education.

“Prostate cancer is the most common cancer in America, attacking families in communities everywhere. Since 2001, Safeway has raised more than \$8 million for prostate cancer research, because our vision has always been to give back to the communities we serve.”



○ Progress toward the improvement of clinical trials through the development of new clinical end points for studying the effectiveness of prostate cancer therapies. In 2004, the FDA convened the first-ever workshop to consider new alternatives for measuring the effectiveness of potential prostate cancer drugs. Currently, most prostate cancer drugs require an increase in survival time to obtain FDA approval; it can take five to ten years to gather enough evidence to support regulatory approval. Through the persistence of the PCF and many others, the FDA is now looking at alternatives such as “surrogate markers” (information about changes in the body that are believed to provide insight into the progress or remission of prostate cancer) to predict the efficacy of a new drug. One such highly promising surrogate marker, the observed change in PSA levels in men with prostate cancer, has been heavily studied with the support of the PCF. The PCF is continuing to work in concert with researchers and the FDA to identify new clinical end points and speed the drug development and approval process.

Each year, the PCF hosts a Scientific Retreat for more than 350 leading prostate cancer research scientists, biopharmaceutical executives and government policy makers. It is now the world's leading annual scientific gathering focused on the prevention, treatment and cure of prostate cancer.

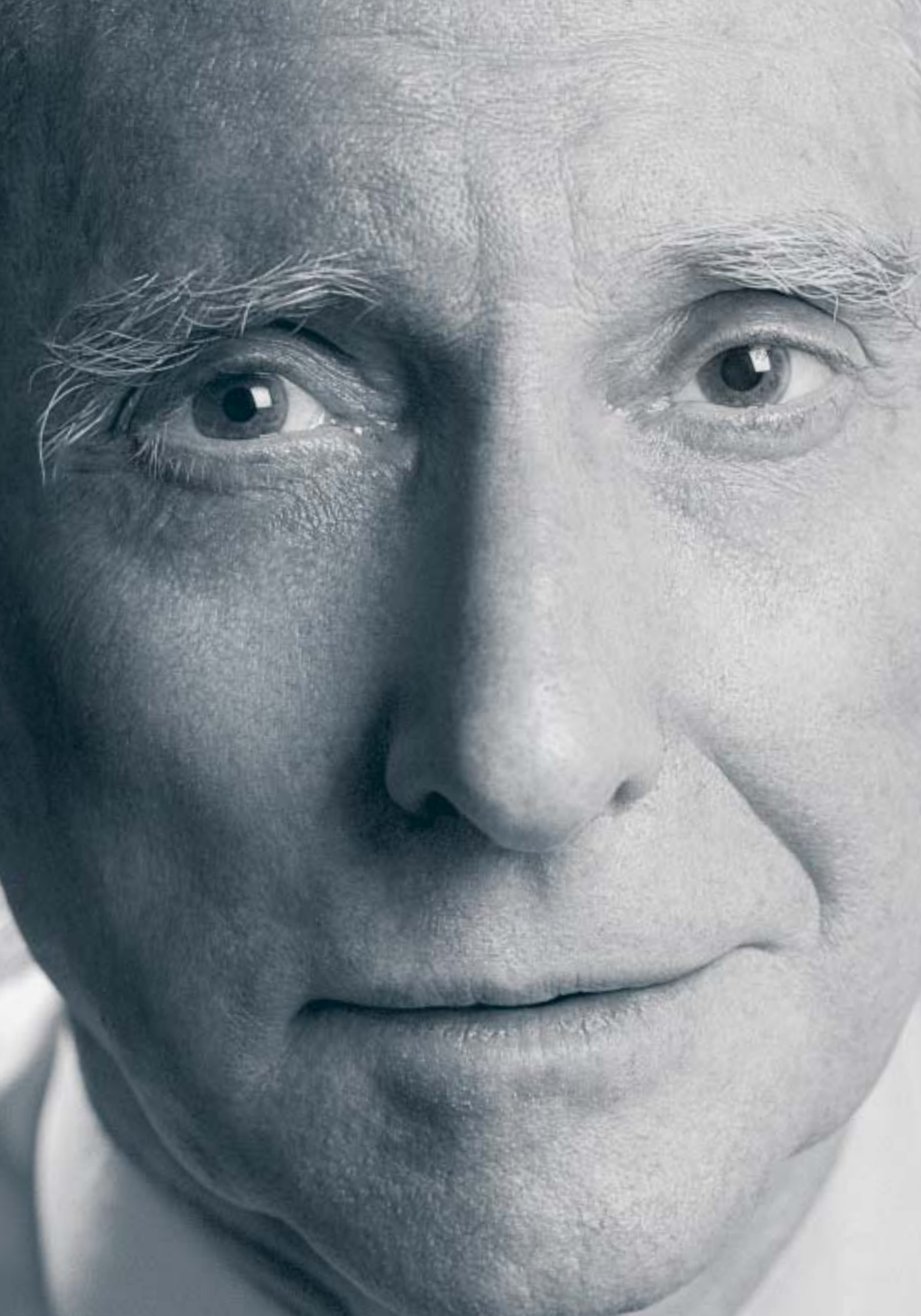
○ Issuance of the inaugural *Report to the Nation on Prostate Cancer*, a groundbreaking new source of leading-edge prostate cancer information geared to healthcare professionals involved in the care of prostate cancer patients, including urologists, medical oncologists and radiation oncologists. The 96-page *Report*, developed in conjunction with WebMD/Medscape, the leading provider of online healthcare education, offers a comprehensive overview of the state of the art in prostate cancer diagnosis, treatment and prevention, and was authored by 24 of the world's leading experts on the subject. Chapters range from detection and diagnosis to chemotherapeutic options, emerging therapies, nutrition and prevention strategies, and management of the side effects of prostate cancer therapy. The purpose of the *Report* is to supply clinicians with a clearer understanding of how to work together to provide optimal care to patients with prostate cancer.

“There’s **nobody else**, no other entity in the world, that matches the PCF’s **dedication** and creativity in raising money and finding cures.”



NAME	Wade F. B. Thompson
AGE	64
OCCUPATION	Chairman, President and CEO, Thor Industries, Inc.
PCF CONNECTION	A key PCF supporter and a survivor of prostate cancer, melanoma and colon cancer, Wade is dedicating his life to defeating cancer.

“Despite exercise, a good diet and annual medical checkups, prostate cancer can strike anybody, at any time. We all should be thankful to the PCF for the progress they have made towards finding a cure.”



The PCF, with the support of its Pharmaceutical Industry Roundtable, distributed more than 17,000 copies to treating physicians around the U.S. and has made it available for free online. The WebMD/Medscape Web site tracked more than 45,000 unique visits to the *Report* in just over four months. In addition, over 4,000 Continuing Medical Education (CME) credits have been issued.

**THE COLLABORATIVE
EFFORT: BUILDING
BRIDGES TO BEAT
PROSTATE CANCER**

We can't do it alone. It's as simple as that. To beat prostate cancer once and for all, the PCF must leverage the talents and resources of thousands of people and institutions around the world. Collaboration, cooperation and teamwork have been hallmarks of the PCF from the start, and they remain important components of the PCF's ongoing strategy.

Examples of the PCF's recent collaborative efforts include:

- **Annual Scientific Retreat:** Each year, the PCF hosts a Scientific Retreat for more than 350 leading prostate cancer research scientists, biopharmaceutical executives and government policy makers. It is now the world's leading annual scientific gathering focused on the prevention, treatment and cure of prostate cancer.

The retreat features three days of scientific presentations, poster sessions and intense dialogue about clinical data, new discoveries, emerging treatment strategies and policies to accelerate drug discovery and development.

The PCF, with the support of its Pharmaceutical Industry Roundtable, distributed more than 17,000 copies of the Report to the Nation on Prostate Cancer.

The PCF's 11th Annual Retreat, held in October 2004 in Lake Tahoe, Nevada, featured many noteworthy presentations, including several involving the nutritional aspects of prostate cancer prevention and treatment. Meir Stampfer, M.D., of the Harvard School of Public Health, presented preliminary findings of a study currently underway, noting that when men with a particular genotype had an increased intake of antioxidants, they reduced their risk of prostate cancer to 50% below that of

“My father was diagnosed with prostate cancer in 1996. We were devastated as a family and scared. We knew this was **not just a disease** for men but for everyone in the family.”



NAME	Beth Kobliner Shaw
AGE	40
OCCUPATION	Financial journalist, author of <i>Get a Financial Life: Personal Finance in Your Twenties and Thirties</i> and the founder of Kobliner.com.
PCF CONNECTION	After the diagnosis of her father, Beth was instrumental in bringing about a 25-fold increase in government funding, ensuring the advancement of prostate cancer research. <i>“Finding the PCF was like finding an oasis. They’re wonderful people who knew what we were going through—they helped us tackle one of the most difficult situations.”</i>



June M. Chan, Sc.D., of the University of California at San Francisco, presented data gleaned from the Health Professionals Follow-Up Study showing that increased consumption of lycopene can reduce the risk of disease progression in men who have already been diagnosed with prostate cancer.

the rest of the population; when they took beta-carotene supplements, they were nearly 60% less likely to die from prostate cancer. Because an estimated 25% of the population has this genotype, these findings can have far-reaching effects.

Further, June M. Chan, Sc.D., of the University of California at San Francisco, presented data gleaned from the Health Professionals Follow-Up Study showing that increased consumption of lycopene can reduce the risk of disease progression in men who have already been diagnosed with prostate cancer. Among men followed by the study, those who consumed an extra two servings per week of lycopene-rich cooked tomato products after prostate cancer diagnosis reduced their risk of disease progression by nearly 20%.

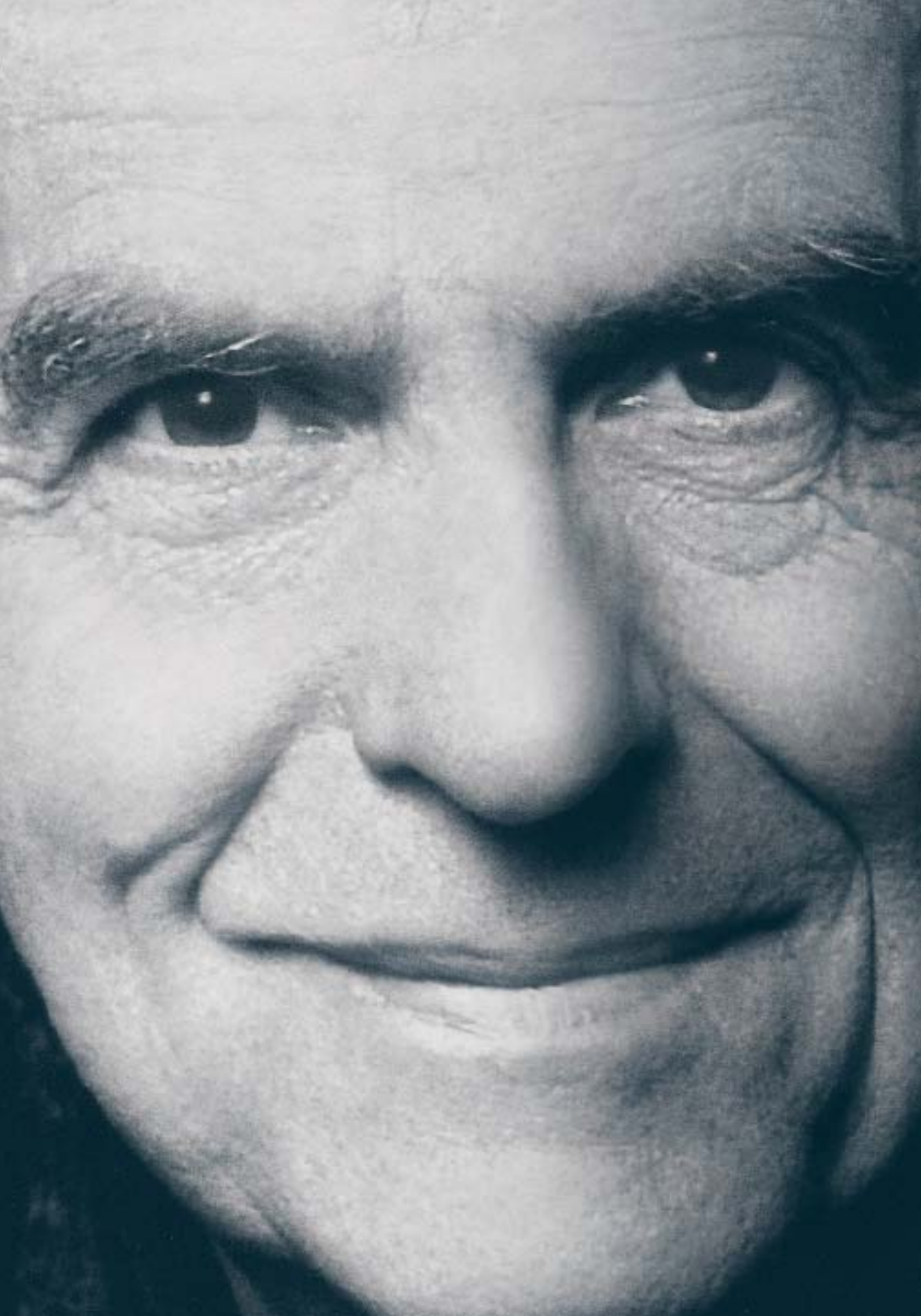
- **Clinical Research Consortium:** Eight leading cancer research centers are collaborating under the auspices of the PCF to test and develop promising prostate cancer therapies. By agreeing to eliminate institutional barriers and to conduct fast-track clinical testing, the consortium provides the pharmaceutical industry with an ideal platform for speeding prostate cancer drugs to market. The eight member institutions are Cedars-Sinai Medical Center (Los Angeles); Dana-Farber Cancer Institute (Boston); The Johns Hopkins University (Baltimore); M.D. Anderson Cancer Center (Houston); Memorial Sloan-Kettering Cancer Center (New York); the UCSF Comprehensive Cancer Center (San Francisco); the University of Michigan Medical Center (Ann Arbor); and the University of Wisconsin Comprehensive Cancer Center (Madison).

- **Pharmaceutical Industry Roundtable:** The world's leading pharmaceutical companies play a crucial role in beating prostate cancer. To engage them most efficiently and usefully, the PCF has formed an Industry Roundtable designed to reduce barriers to the optimal treatment of prostate cancer; promote and conduct prostate cancer research; advocate for accelerated drug

“By **supporting** the PCF, you
have joined the fight of your life—
we must and can win!”



NAME	Aaron Ciechanover, M.D., D.Sc.
AGE	58
OCCUPATION	Professor, Vascular and Tumor Biology Research Center; Director, The Rappaport Faculty of Medicine and Research Institute, Technion, Israel Institute of Technology
PCF CONNECTION	Since 2000, the PCF has funded Dr. Ciechanover through its Israel Initiative. In 2004, he received a Nobel Prize for his work on the significance of the proteasome, which regulates the destruction of unneeded cell proteins.



approvals; and support the development of assertive treatment guidelines and interdisciplinary medical education. Formed in 2004, the charter members of the Roundtable are Abbott Laboratories, Bristol-Myers Squibb, Novartis and Sanofi-Aventis. The Roundtable's first major achievement was the publication and distribution of the *Report to the Nation on Prostate Cancer* in 2004.

THE PCF'S YEAR-ROUND FUND-RAISING EFFORTS

The PCF is grateful for the wide-ranging support it receives for its work to beat prostate cancer. Each year, thousands of people give generously of their time and money to support the PCF's relentless efforts to find better treatments and a cure for recurrent prostate cancer.

Even with all that help, it's still not enough. The PCF is unable to fund all of the outstanding grant requests it receives and must turn down researchers eager to probe the complexities of prostate cancer and develop innovative new treatments. Every day, the PCF reaches out to new individuals and organizations to join the fight.

The PCF has formed an Industry Roundtable designed to reduce barriers to the optimal treatment of prostate cancer; promote and conduct prostate cancer research; advocate for accelerated drug approvals; and support the development of assertive treatment guidelines and interdisciplinary medical education.

In 2004, the PCF was pleased to welcome the following new supporters to the team:

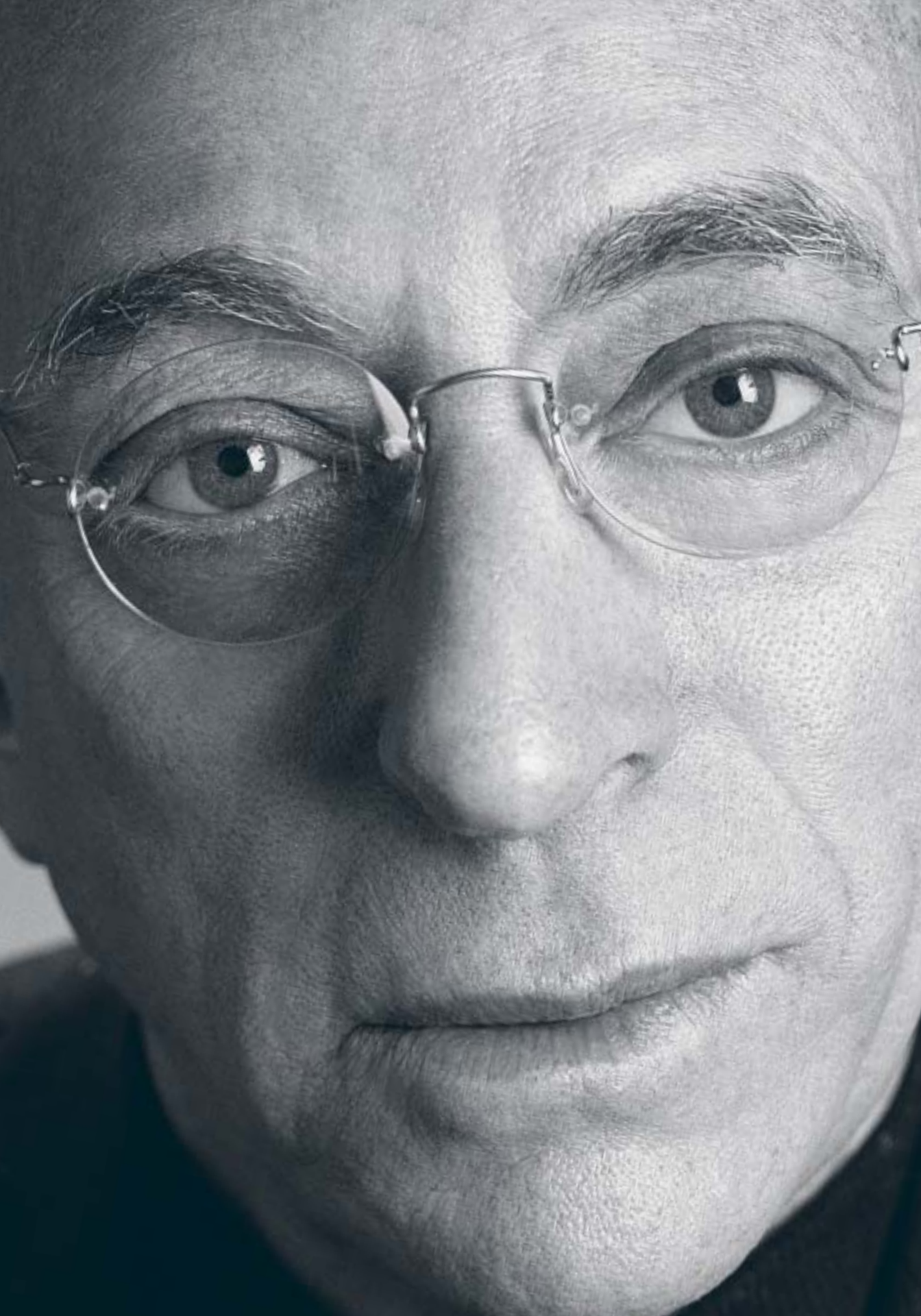
- **Callaway Golf:** In September, Callaway sponsored a "Million Dollar Putt" contest outside the New York Stock Exchange. As hundreds of people watched on the street, celebrities competed to sink a 100-foot putt, with the proceeds going to the PCF.
- **eBay:** Over the summer of 2004, eBay hosted "Because You Love Him," an online auction of more than 350 items, including one-of-a-kind offerings such as two hours with Magic Johnson; an afternoon with Arnold Palmer; dinner with Jennifer Hawkins, Miss Universe 2004; lunch with platinum recording artist Avril Lavigne; tennis with Donald Trump; and a visit to the set of the hit TV show *Las Vegas* with James Caan. The auction raised more than \$200,000 for prostate cancer research and will become an annual event.

“The PCF has been a driving force in **expanding** and accelerating prostate cancer research. The PCF’s **research and focus** on diet is very important. I’m convinced of that!”



NAME	Nelson Peltz
AGE	62
OCCUPATION	Chairman and CEO, Triarc Companies, Inc.
PCF CONNECTION	A leader in the business community and a recognized philanthropist, Nelson has brought his considerable skills to the PCF board of directors.

“The number and caliber of research scientists dedicated to prostate cancer has increased dramatically over the last 12 years. I credit that primarily to the PCF.”



Safeway, the food and drug retailer, raised \$3.3 million for prostate cancer research in 2004 through point-of-purchase promotions at more than 15,000 checkout stands in all 1,600 Safeway stores in the U.S.

- **Esquire:** This leading men's magazine has selected the PCF as its official charity. It is supporting the cause through a prostate cancer advertorial and by encouraging leading men's fashion companies and retailers to support prostate cancer research.
- **GNC:** In June, this leading specialty retailer of vitamin, mineral, herbal and sports nutrition supplements joined the fight against prostate cancer with in-store promotions and fund-raising, blue-ribbon prostate cancer awareness pins and employee incentives to raise money for prostate cancer research at its more than 5,000 retail outlets throughout the U.S.
- **Hugo Boss:** This maker of fine men's and women's clothing hosted two special in-store "True-Blue Night" events in New York City and Beverly Hills, with a portion of the proceeds going to benefit the PCF. In addition, during the months of June and September in honor of Father's Day and Prostate Cancer Awareness Month, respectively, Hugo Boss donated a percentage of sales to the PCF.
- **Ferragamo:** As a participant in the "Blue for Men" campaign, legendary fashion purveyor Ferragamo donated 15% of select blue tie purchases during the month of September to the PCF.

The Prostate Cancer Foundation wouldn't be where it is today—the world's leading source of philanthropic support for prostate cancer research—without its longtime supporters. Highlights of their efforts in 2004 included:

- **A Night to Remember:** The Niebaum-Coppola Estate Winery in Napa hosted Marvin Shanken's 12th annual fund-raiser for the PCF, raising nearly \$800,000 for prostate cancer research.
- **Safeway:** The food and drug retailer raised \$3.3 million for prostate cancer research in 2004 through point-of-purchase promotions at more than 15,000 checkout stands in all 1,600 Safeway stores in the U.S. Employees also participated in internal fund-raising drives to boost proceeds.

"I learned about the PCF after doing a great deal of **research** and investigation. I decided this was the **one charity** where I wanted to consolidate all my energy and time."



NAME	Marvin R. Shanken
AGE	62
OCCUPATION	Chairman, M. Shanken Communications Inc.
PCF CONNECTION	Marvin created and produces the annual event, <i>A Night to Remember</i> , which in 2004 raised more than \$800,000 for prostate cancer research. Since inception, Marvin's events have raised more than \$4 million for the PCF.

“Prostate cancer is perhaps the most serious disease facing all men. And, as a man and publisher of men’s magazines, this subject is near and dear to my heart, which is why I support and tell all my friends to support the PCF.”



- **Major League Baseball:** Once again, baseball went to bat for prostate cancer research during the Home Run Challenge over Father's Day. Everyone from groundskeepers to team owners donned blue wristbands and watched as sluggers belted 132 home runs during the fund-raising week, generating \$2 million to support the work of the PCF.
- **Benefit at Bighorn Pro-Am:** Founded in 1998 with the help of pro golfer Jim Colbert after he was diagnosed with prostate cancer, this pro-am tournament joins current players on the Champions Tour with PCF supporters for a day on one of the country's premier golf courses, in Palm Desert, California. Pro golfers who have participated at Bighorn include Bruce Fleisher, Hale Irwin, Gary McCord, Jim Thorpe, Jay Siegel and Lee Trevino.
- **Carl H. Lindner Pro-Am Invitational Tennis Tournament:** Hosted by Donald Trump at his legendary Mar-a-Lago Club in Palm Beach, Florida, this round-robin tennis tournament and fund-raiser draws a star-studded field, including tennis pros such as Chris Evert, Jimmy Connors, Mats Wilander, Cliff Drysdale, Petr Korda, Stan Smith and Fred Stolle.
- **Indian Wells Tennis Tournament:** Held in conjunction with the Pacific Life Open, this round-robin tennis tournament pairs amateurs and celebrities with some of the best players in tennis. Pros Luke and Murphy Jensen, John Lloyd, Jeff Tarango, Jonas Bjorkman and Eddie Dibbs have taken part in this benefit for the PCF.
- **Gourmet Games:** Blending the PCF's advocacy of a cancer-fighting diet with fund-raising, the PCF hosts "Gourmet Games" in Los Angeles and Seattle, featuring both wine and food tastings and contests between teams of celebrities and VIPs, challenging participants' tastes and perceptions of food in a fun and informative evening.

Everyone from groundskeepers to team owners donned blue wristbands and watched as sluggers belted 132 home runs during the fund-raising week, generating \$2 million to support the work of the PCF.

“The PCF is a **first-class** organization that gives people hope. They are real people who are helping provide answers and **a cure** for a disease that affects men everywhere.”



NAME	Rosey Grier
AGE	72
OCCUPATION	Former NFL Star, New York Giants and Los Angeles Rams
PCF CONNECTION	A member of the PCF board of directors, Rosey has been a strong supporter from the beginning, working hard to create awareness of prostate cancer throughout African American communities.

“As bad as this disease is for Caucasians, it’s much worse for African Americans. But don’t give up, the PCF is bringing everyone together to find a cure in our lifetimes.”



RESEARCH AWARDS**Albert Einstein****College of Medicine**

\$75,000

Nicole B. Schreiber-Agus, Ph.D.

Assaf Harofe Medical Center (Israel)

\$150,000

Amnon Zisman, M.D.

Bar-Ilan University (Israel)

\$225,000

Shlomo Grossman, Ph.D.

Uri Nir, Ph.D.

Baylor University

\$3,300,000

Jacques Banchemareau, Ph.D.

Baylor College of Medicine

Norman M. Greenberg, Ph.D.

Dov Kadmon, M.D.

Paula Kaplan-Lefko, Ph.D.

Michael Kattan, Ph.D.

Dolores J. Lamb, Ph.D.

Bert W. O'Malley, M.D.

David R. Rowley, Ph.D.

Peter T. Scardino, M.D.

Timothy C. Thompson, Ph.D.

Ming-Jer Tsai, Ph.D.

Nancy L. Weigel, Ph.D.

Ben-Gurion University of the Negev (Israel)

\$375,000

Ron N. Apte, Ph.D.

Joseph Levy, Ph.D.

Angel Porgador, Ph.D.

Shraga Segal, Ph.D.

Brandeis University

\$250,000

Lizbeth Hedstrom, Ph.D.

Gregory A. Petsko, Ph.D.

Burnham Institute

\$1,786,000

Wadih Arap, M.D., Ph.D.

Nuria E. Assa-Munt, Ph.D.

Kathryn R. Ely, Ph.D.

John C. Reed, M.D., Ph.D.

Erkki I Ruoslahti, M.D., Ph.D.

California Institute of Technology

\$450,000

Raymond J. Deshaies, Ph.D.

Huatao Guo, Ph.D.

Alexander J. Varshavsky, Ph.D.

California Pacific Medical Center

\$100,000

Robert J. Debs, M.D.

Cancer Institute of New Jersey

\$75,000

Robert S. DiPaola, M.D.

Cantonal Hospital St. Gall (Switzerland)

\$75,000

Marcus Groettrup, Ph.D.

Case Western Reserve University

\$350,000

Sanford Markowitz, M.D., Ph.D.

Bingcheng Wang, Ph.D.

Cedars-Sinai Medical Center

\$2,095,000

David B. Agus, M.D.

H. Phillip Koeffler, M.D.

Isett Laux, Ph.D.

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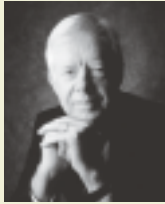
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