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(215) 879-7733 ext. 206

sbluebond@twcp.org

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SCOTT D. BLUEBOND

MARKETING &

COMMUNICATIONS

DIRECTOR

PHOTO/VIDEO OPPORTUNITY

**THE WELLNESS COMMUNITY OF PHILADELPHIA'S 12TH ANNUAL
CELEBRATION OF HOPE EDUCATIONAL CONFERENCE AND
EVENING IN THE PARK GALA FRIDAY, MAY 21, 2010**

**Conference Presenting Partner GlaxoSmithKline Oncology and Community Partner
Genentech Welcome Mary Lou Galatino, Jun James Mao, Mark Seaman's Earth Rhythms,
and Special Guest, Marisa Acocella Marchetto**

**Gala Honors Marchetto, B101 and TWCP Participant Bernie Brody as
TWCP Helps Recognize National Cancer Survivors' Day**

(PHILADELPHIA, PA) – **The Wellness Community of Philadelphia (TWCP)** is recognizing National Cancer Survivors' Day (June 6) by providing nine hours of activities certain to touch the lives of people with cancer and their loved ones across greater Philadelphia and beyond: its 12th annual *Celebration of Hope and Evening in the Park*. On Friday, May 21, the Fairmount Park-based cancer support organization will be holding a **free** educational conference for people with cancer and their loved ones beginning at 9:30 a.m. at the Hilton Philadelphia City Avenue Grand Salon/Renaissance Room (4200 City Avenue, Philadelphia, Pennsylvania, 19131) and a gala that starts at 6:30 p.m. that evening at **The Wellness Community of Philadelphia**.

The conference speakers include Mary Lou Galatino, Jun James Mao, special guest Marisa Acocella Marchetto and a performance by Mark Seaman's Earth Rhythms. Marchetto will be honored at the *Evening in the Park* along with B101 FM and **TWCP** participant Bernie Brody. The conference presenting partner is GlaxoSmithKline and the community partner is Genentech. The conference and gala radio sponsor is B101 FM and print sponsor is The Philadelphia Inquirer/Daily News/philly.com. Cancer survivors, health care professionals, and interested others are welcome to the conference; the gala is open to all. **Please call (215) 879-7733 by May 14, 2010 for more information and/or to register for the conference, or do so on-line at twcp.org.**

Celebration of Hope

Registration for the conference begins at 8:30 a.m. Morning speaker **Mary Lou Galatino, PT, PhD, MSCE** will present "A Kaleidoscope of Life – Experiencing the Many Perspectives of Cancer" at 10:15 a.m. She is a healthcare professional and researcher who became a cancer survivor and then a "co-survivor" when her husband experienced cancer.

At 11:00 a.m., **Jun James Mao, MD, MSCE** will share his experience and research regarding the use of complementary medicine in cancer care with "Integrative Oncology: New Frontier in Cancer Survivorship." He is an assistant professor and director of integrative medicine in the Department of Family Medicine and Community Health at the University of Pennsylvania School of Medicine.

In 1995, **Marisa Acocella Marchetto** published her first graphic novel, "Just Who the Hell is SHE, Anyway?" She has had ongoing cartoons in *The New Yorker* and *Glamour*. In 2004, three weeks before getting married for the first time at the age of 43, she was diagnosed with breast cancer. When her *Glamour* editors found out, they asked her to document her battle with the disease. "Cancer Vixen," the graphic memoir, was published in October 2006; Cate Blanchett has signed on to star in the film version of it. Recently, Marchetto established The **CANCER VIXEN FUND**. It is dedicated to helping women who are uninsured receive the best breast care. Her keynote presentation, "Cancer Victim or Cancer Vixen," commences at 1:00 p.m. after lunch.

Finally, at 1:45 p.m., **Mark Seaman's Earth Rhythms** percussion ensemble will conclude the day's program with spirited music to celebrate and affirm life as they present "Celebrate Life – Livin' in the Rhythm."

In addition to the public program, there will be a separate luncheon in the Bala Room for healthcare professionals who work with people with cancer titled "Understanding Integrative Medicine in Cancer Care." It includes a session led by **TWCP** mind-body health specialist Gabriel Rocco, MA. The program is sponsored by Vox Medica and continuing education unit credits will be available for social workers through the Pennsylvania Society of Clinical Social Workers. Healthcare professionals may register at twcp.org; the cost is \$10.00.

Evening in the Park

The day concludes with the 12th annual *Evening in the Park*. Over 225 VIPs, professionals, government officials, participants and others are anticipated for this gala and award ceremony that will feature a DJ and festive atmosphere under a tent on **TWCP's** beautiful grounds from 6:30 p.m. – 10:30 p.m. **The Wellness Community of Philadelphia** is located at The Suzanne Morgan Center at Ridgeland, Chamounix Drive, West Fairmount Park, Philadelphia, Pennsylvania. Marisa Acocella Marchetto will receive the *Medal of Inspiration*, award-winning radio station B101 will be presented the *Medal of Victory*, and **TWCP** participant and volunteer Bernie Brody will be honored with the *Medal of Courage*. Guests will enjoy fabulous food and cocktails by Patrick Loumange's Catered Events, a DJ, and more, all to benefit **TWCP**. Governor Edward G. Rendell and chair emeritus Keith and Alixandra Morgan are honorary co-chairs for the event and will be joined by evening co-chairs Tisa Baena and Joanie Hall. Immediately following a cocktail reception, guests will enjoy dinner and the awards ceremony. Tickets begin at \$350 per person and sponsorships are still available. Please visit twcp.org, or call (215) 879-7733 for more information on how to purchase individual tickets or tables, or to purchase raffle tickets for some great prizes, including a trip for two to Florida and a private box for a Phillies game.

B101 has been a media sponsor of **TWCP** for over a decade. Founded in 1962, WBEB-FM was the first successful FM radio station in the country. Today, led by owner Jerry Lee, B101 remains one of the only privately-held FM radio stations in a top-10 U.S. media market. Through the years, the station has been a leader in radio innovation, holding its position at or near the top of the Philadelphia market. In the age of radio consolidation, B101 has continued to thrive, winning many prestigious Marconi Awards. The company's mission includes supporting Lee's campaign to solve problems relating to employment, education and crime. The *Medal of Victory* is given to a corporation or foundation for professional commitment, civic responsibility and service to support people with cancer and their families.

Bernie Brody was diagnosed with lymphoma 19 years ago and again about six months ago. But he is a survivor, whether one references his service work during the Battle of the Bulge in the mid-1940's or his recent cancer recurrence. He has been a volunteer for 17 years at **The Wellness Community of Philadelphia**, most of the time on a weekly basis. Says Brody, "I anxiously wait to come here as much as a night watchman waits for the dawn. While I stuff envelopes, make phone calls or send out program calendars for **The Wellness Community of Philadelphia**, I think of the people I'm helping." He also helps keep up the spirits of patients at Lankenau Hospital's Cancer Center and has volunteered at other nonprofits around the city for years. The *Medal of Courage* is given to **The Wellness Community of Philadelphia** participant who embodies the spirit of hope in the face of cancer. This person serves as an inspiration in the struggle to understand the impact of cancer.

Finally, Marisa Acocella Marchetto will receive the *Medal of Inspiration*. It is given to a corporation, foundation or individual for exemplary efforts to help people with cancer and their loved ones to improve the quality of their lives by providing better resources for them. Her establishment of the CANCER VIXEN FUND makes her a most worthy choice for this award.

The Wellness Community of Philadelphia's 12th annual *Celebration of Hope* and *Evening in the Park* will help people with cancer by providing cutting-edge information to improve the quality of their lives, emotional support, and hope as they are inspired by the day's stories of survival. Most importantly, it is a celebration of survivorship for hundreds of people with cancer and their loved ones as they join together to celebrate National Cancer Survivors' Day.

Note to editors: If you are interested in a remote television broadcast and/or (advance) interview with Marisa Acocella Marchetto or other speakers, please call Scott D. Bluebond at (215) 879-7733, or email him at sbluebond@twcp.org.

The mission of **The Wellness Community of Philadelphia (TWCP)**, a Cancer Support Community affiliate, is to help people affected by cancer enhance their health and well-being through participation in a free professional program of emotional support, education, and hope. **TWCP** offers programs at Ridgeland in Fairmount Park and at The Anne McCouch Center, its satellite location in Lansdale, Pennsylvania. Please call **The Wellness Community of Philadelphia** at (215) 879-7733 or toll free at (888) 819-3553. **The Wellness Community** at The Anne McCouch Center may be reached at (215) 393-9105. Visit **TWCP's** website at twcp.org for more information.