

**THE WELLNESS COMMUNITY OF PHILADELPHIA'S (TWCP)
FIFTH ANNUAL CELEBRATION OF HOPE**

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**THE WELLNESS COMMUNITY OF PHILADELPHIA'S FIFTH ANNUAL "CELEBRATION OF HOPE"
EDUCATIONAL CONFERENCE AND
"EVENING UNDER THE STARS" GALA FRIDAY, MAY 30, 2003**

**Conference Partner GlaxoSmithKline Oncology and Community Partner AstraZeneca Oncology Welcome
Speakers Zora Brown, Dr. Jeremy Geffen & Special Guest Cokie Roberts**

"Evening Under the Stars" Gala Helps Recognize National Cancer Survivors' Day and Honors Governor Edward G. Rendell, Flyers' Wives Fight for Lives, Independence Foundation and James Shea

(PHILADELPHIA, PA) - **The Wellness Community of Philadelphia (TWCP)** is recognizing National Cancer Survivors' Day (June 1) and celebrating its 10th anniversary by providing over 12 hours of activities certain to touch the lives of people with cancer and their loved ones across greater Philadelphia and beyond: its fifth annual "Celebration of Hope" and "Evening Under the Stars." On Friday, May 30 between 8:15 a.m. and 3:00 p.m., the Philadelphia-based cancer support organization will be holding a free educational conference for people with cancer and their loved ones (\$25.00 for health care professionals only) and a gala later that evening, both taking place at **The Wellness Community of Philadelphia**. Highlights include presentations by Zora Brown, Dr. Jeremy Geffen and acclaimed broadcast journalist and cancer survivor Cokie Roberts. Roberts will also help out with medal presentations at the "Evening Under the Stars" as Governor Edward G. Rendell, the Flyers' Wives Fight for Lives, Independence Foundation and **TWCP** participant James Shea are honored. The "Celebration of Hope" Partner is GlaxoSmithKline Oncology, Community Partner is AstraZeneca Oncology and Radio Sponsor is B101-FM. Cancer survivors, health care professionals and interested others are welcome to attend the conference. **For more information and/or to register, please call (215) 879-7733 by May 27.**

Registration and complimentary breakfast for the conference begin at 8:15 a.m. Morning inspirational speaker Zora Brown will start at 9:15 a.m. She is a leading advocate for African American women with breast cancer and will be speaking to conference attendees on "Hope: The Ultimate Cure." Based on her 21 years as a cancer survivor, she will describe what people can do to minimize risks and feelings of victimization. Despite the absence of known cures, she will address the role of hope in cancer recovery and survivorship. Brown's presentation is sponsored by Independence Blue Cross.

Jeremy Geffen, MD, FACP, a board-certified oncologist, who is the founder and director of the Geffen Cancer Center and Research Institute in Vero Beach, Florida will speak at 10:30 a.m. This author of The Journey Through Cancer has more than 20 years of experience exploring the great spiritual and healing traditions of the East, and he lectures widely on the mind-body aspects of cancer. At **TWCP**, he will present "The Seven Levels of Healing: A Body, Mind, Heart and Spirit Approach to Life, Cancer, Wellness and Life." He will explain how seven fundamental areas of inquiry and exploration encountered by all individuals in their search for wholeness and healing can be utilized by patients, family members and health care professionals when facing cancer and other life challenges.

"Health Care: A Perspective as a Consumer, a Caregiver and a Patient" with keynote speaker Cokie Roberts, will begin at 12:30 p.m. after lunch. She is the chief congressional analyst for ABC News and served as the co-anchor of *This Week with Sam Donaldson & Cokie Roberts* for eight years. She covered politics, Congress and public policy for ABC News, reporting for *World News Tonight* and other broadcasts. She also serves as senior news analyst for National Public Radio, where she was the congressional correspondent for more than 10 years. In that time, she won numerous awards, including the highest honor in public radio, the Edward R. Murrow Award. After a recent breast cancer diagnosis, Cokie is battling back and is coming to **The Wellness Community of Philadelphia** to share her own story of dealing with cancer and the health care system from her experience as a patient, a caregiver and a consumer.

Following Roberts at 2:00 p.m., prepare for an upbeat celebration of life! *Earth Rhythms'* owner and operator, Mark Seaman, along with Karen Murchie, a South African born artist, drummer and storyteller will bring a beautiful selection of percussion instruments to provide participants with rhythmic activities to facilitate creative expression. A guided global sound meditation will conclude this "Rhythm & Recovery" workshop.

Also on this day will be the debut of original photographs by well-known Bethesda, Maryland photographer and seven-year cancer survivor Connie Reider, donated by AstraZeneca to **The Wellness Community of Philadelphia**. The artwork is from her collection entitled "In Shadow and in Light: Looking for the Gifts of Cancer."

"Evening Under the Stars"

The day concludes with an "Evening Under the Stars." Over 400 VIPs, business leaders, government officials, and distinguished guests are anticipated for this gala dinner party/awards ceremony. A cocktail reception will be held from 6:30 p.m. - 8:00 p.m. Immediately following, enjoy dinner, dancing and the awards ceremony in a tented area under the stars from 8:00 p.m. -- 11:30 p.m. Cokie Roberts will be the special guest for the evening. Eddie Bruce entertainment by PARIS will provide the music, Museum Catering Company the dinner and Arrangements Unlimited the event logistics. A few tickets still remain for this event.

The highlight of the evening will be the presentation of the medals to the honorees. Join **The Wellness Community of Philadelphia**, honorary chair Tracey Birnhak Katz and emcee, singer and songwriter Lauren Hart for a ceremony beginning at 8:00 p.m. **Governor Edward G. Rendell is scheduled to be on-hand to receive the "Medal of Valor."** This award is given to an individual or organization that demonstrates an understanding of how important complementary psychosocial support is to conventional medical treatment for individuals and families coping with a cancer diagnosis. As Mayor of Philadelphia, Rendell's public/private sector initiative to preserve historic buildings for the city at no cost to taxpayers was the inspiration behind the renovation of The Suzanne Morgan Center at Ridgeland, a Fairmount Park landmark.

The **Flyers' Wives Fight for Lives** is receiving the "Medal of Victory," which will be accepted by Fran Tobin, executive director of Flyers' Wives Charities. The "Medal of Victory" is awarded to a corporation or foundation for professional commitment, civic responsibility and services to support people with cancer and their families. Since its inception, the Flyers' Wives Fight for Lives has raised over \$16.8 million, distributed among more than 100 charities in the greater Philadelphia area. Its commitment to cancer research and support embraces **TWCP's** mission to improve quality of life for those living with a cancer diagnosis.

Independence Foundation will receive the Ridgeland Award, to be accepted by Judge Phyllis Beck. Independence Foundation has continuously funded **The Wellness Community of Philadelphia** since its inception in 1993. The "Ridgeland Award" honors those who have made an extraordinary commitment as a partner with **The Wellness Community of Philadelphia** to improve the lives of people with cancer and their loved ones. This award is being given for the first time in **TWCP's** 10 year history. Finally, **Wellness Community** participant **James Shea** is receiving the "Medal of Courage." This medal is given to **The Wellness Community of Philadelphia** participant who embodies the spirit of hope in the face of cancer. Every year, this person serves as an inspiration to all who struggle to understand the impact of cancer.

The fifth annual "Celebration of Hope" and "Evening Under the Stars" will help people with cancer by providing information to improve the quality of their lives along with emotional support and hope as they are inspired by the medal winners' stories. Most importantly, they are a celebration of survivorship for hundreds of people with cancer and their loved ones as they join together to recognize National Cancer Survivors' Day.

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

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The mission of **The Wellness Community of Philadelphia** is to help people with cancer and their loved ones enhance health and well being by providing a free professional program of psychological support, education and hope. **TWCP** offers programs at Ridgeland in west Fairmount Park, and limited offsite programs in Chester and Bucks counties and the Bux-Mont area. For more information, please call **The Wellness Community of Philadelphia** at (215) 879-7733, (888) 819-3553.

