



Media Advisory

The Wellness Community and Amgen Partner with Professional Cyclist George Hincapie on “Breakaway from Cancer” Initiative

Free educational workshop in Philadelphia offered as part of national public awareness campaign

WHAT: The Wellness Community® (TWC) and Amgen have partnered with Discovery Channel® professional cycling team member and 10-time Tour de France veteran George Hincapie on a new national education program, Breakaway from Cancer, to raise awareness and funds to support valuable services and programs that help people living with cancer. TWC is an international nonprofit organization dedicated to providing support, education and hope for all people affected by cancer at no cost.

A free Frankly Speaking About Cancer workshop, the core educational component of the Breakaway from Cancer program, will be held at The Wellness Community – Philadelphia center on Wednesday, February 1 from 6:00 p.m. to 9:00 p.m. in Philadelphia. People with cancer and their loved ones will learn about taking control of side effects through medicine, mind and body. Hincapie will participate in the workshop.

For the latest information about Breakaway from Cancer workshops across the nation and ways to support those living with the illness, please visit www.breakawayfromcancer.com.

WHO: George Hincapie, Discovery Channel professional cycling team member
 David Mintzer, MD, chief, Section of Hematology-Oncology, Pennsylvania Hospital
 Anna Schwartz, FNP, PhD, FAAN internationally renowned oncology researcher and author of *Cancer Fitness: Exercise Programs for Patients & Survivors*

WHEN: Wednesday, February 1
 6:00 p.m. - 6:30 p.m. (food and beverages)
 6:30 p.m. - 9:00 p.m. (workshop)

WHERE: The Wellness Community - Philadelphia
 The Suzanne Morgan Center at Ridgeland
 Chamounix Drive, West Fairmount Park
 Philadelphia, PA 19131

WHY: There are nearly 10 million cancer survivors in the United States today and more than 1.4 million Americans will be diagnosed this year. The Breakaway from Cancer initiative, presented by The Wellness Community, is designed to help people affected by cancer learn about new treatments, support networks and educational resources and to encourage the public to further support valuable TWC programs. Supported by an educational and charitable grant from Amgen, Breakaway from Cancer is a complementary component to Amgen’s sponsorship of the Amgen Tour of California, a more than 700-mile world-class cycling event to take place February 19-26, 2006.

| | | | | |
|-----------------|--|--|---|---|
| CONTACT: | Scott Bluebond TWCP (215) 879-7733 | Kristen Davis Amgen (805) 447-4587 | Michelle Pollak The Wellness Community (202) 659-9709 | Alison Liebich Fleishman-Hillard (916) 492-5310 |
|-----------------|--|--|---|---|