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**THE WELLNESS COMMUNITY OF PHILADELPHIA'S NINTH ANNUAL
"CELEBRATION OF HOPE" EDUCATIONAL CONFERENCE,
FRIDAY, JUNE 8, 2007 FROM 9:00 A.M. – 3:45 P.M.**

**Conference Presenting Partner GlaxoSmithKline Oncology, Community Partner AstraZeneca, Program Partners Merck Oncology and Novartis Oncology Welcome
Richard Pestell, MD, PhD, Matthew Zachary, and Special Guest Author Alice Hoffman**

(PHILADELPHIA, PA) – **The Wellness Community of Philadelphia (TWCP)** is recognizing National Cancer Survivors' Day (June 3) by providing close to seven hours of activities certain to touch the lives of people with cancer and their loved ones across greater Philadelphia and beyond: its ninth annual "Celebration of Hope." On Friday, June 8, between 9:00 a.m. and 3:45 p.m., the West Fairmount Park-based cancer support organization will be holding a free educational conference for people with cancer and their loved ones at the Hyatt Regency Philadelphia at Penn's Landing's Grand Ballroom, 201 South Columbus Boulevard, Philadelphia, Pennsylvania, 19106. Instead of a cancer-specific focus, this year's conference will concentrate on the arts and the role that creative expression can play in healing.

The day's highlights include presentations by lawyer turned potter and cancer survivor Willie L. Leftwich, doctor-poet Richard Pestell, MD, PhD, pianist and cancer survivor Matthew Zachary, and special guest, author and cancer survivor Alice Hoffman*. The conference presenting partner is GlaxoSmithKline Oncology, the community partner is AstraZeneca, the program partners are Merck Oncology and Novartis Oncology, and radio sponsor is B101 FM. Cancer survivors, health care professionals, and interested others are welcome to attend; continental breakfast and lunch will be served. **Please call (215) 879-7733 by June 1, 2007 for more information and/or to register, or register on-line at www.twcp.org.**

Registration and complimentary breakfast for the "Celebration of Hope" conference begin at 9:00 a.m. **TWCP** executive director Kim Hinkelman, program director Kathleen Coyne, and **Wellness Community** participants will welcome all conference attendees at 10:00 a.m. Then, at 10:30 a.m., **Willie L. Leftwich** will present "Discovering Pottery through Cancer." This lawyer, artist, and cancer survivor will explain how his art helped him survive colon cancer.

Richard Pestell, MD, PhD, will follow with "The Healing Art of Poem Making" at 11:15 a.m. In addition to his work as an internationally renowned expert in oncology and endocrinology, this director of the Kimmel Cancer Center at Thomas Jefferson University Hospital writes poetry. He will offer insights into how art can impact one's ability to cope with and manage cancer.

After lunch, at 12:45 p.m., award-winning pianist, composer and cancer survivor **Matthew Zachary** will present a dose of "Musical Medicine," courtesy of speaker partner Genentech BioOncology. He was diagnosed with brain cancer six months shy of his college graduation and told he would likely never perform again. He will present specific strategies for navigating the ever-changing landscape of survivorship through his piano playing and will perform live at the conference.

"Creating Stories through Cancer" is the theme of best-selling author, cancer survivor and keynote speaker **Alice Hoffman's** speech which is scheduled for 1:30 p.m. She has been creating stories for over 30 years in

which the commonplace and the extraordinary are seamlessly interwoven. In July 1998 she was diagnosed with breast cancer. She will talk about how writing sustained her throughout her treatment and how using imagination can be one's lifeline. This presentation will include tips on how people affected by cancer can use writing as a way to achieve a sense of psychological stability as they recover from cancer.

Some of Hoffman's most well-loved titles include "Here on Earth," "Practical Magic," which was made into a feature film starring Sandra Bullock and Nicole Kidman, and "Aquamarine," another recent film aimed at teenagers. *The Los Angeles Times* calls her "one of contemporary American literatures most satisfying and thoughtful practitioners." Her latest acclaimed novel is "Skylight Confessions."

Afternoon workshops are very special this year with a focus on the arts. Participants will choose among these three options beginning at 2:30 p.m.:

“Exploring ‘Open Studio’ Art” with Caroline Peterson, MA, ATR-BC

Psychosocial interventions, especially supportive-expressive group therapies, have been associated with significant improvements in health status, quality of life and coping behaviors in people with cancer. Participants will learn to access their natural creativity in this hands-on workshop; no drawing or arts skills are necessary to participate. A special feature at this year's "Celebration of Hope" is that art made by the participants in past "Open Studio" programs at TWCP will be on display at the conference. Workshop attendees will learn about and experience for themselves the healing and life-enhancing benefits of the creative process of art-making.

“Writing Towards Wellness: Poetry as a Healing Art” with Lisa DeVuono, MA

Most people have had the experience of hearing a quote, an inspirational story, or song that has moved them deeply. Participants will explore the health benefits of poetry, reading and creating poems that celebrate transformation and healing.

“Music as Therapy” with Brian Abrams, PhD, MT-BC, LPC, FAMI

There is some evidence that music therapy can help to reduce pain and relieve chemotherapy-induced nausea and vomiting. It may also relieve stress, provide an overall sense of well-being and diminish the anxiety and depression often associated with cancer treatment. This workshop will offer a brief discussion of theory and research on music therapy in cancer care.

The Wellness Community of Philadelphia's ninth annual "Celebration of Hope" educational conference 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 recognize National Cancer Survivors' Day.

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

The mission of **The Wellness Community of Philadelphia (TWCP)** 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 limited off-site programs in Chester County, the Bux-Mont area, Hahnemann University Hospital, and throughout Philadelphia. Please call **The Wellness Community of Philadelphia** at (215) 879-7733, (888) 819-3553, or visit TWCP's website at www.twcp.org for more information. Reminder: **The Wellness Community of Philadelphia's** grounds and buildings are smoke-free.