

FOR IMMEDIATE RELEASE

Contacts:

Jennifer Cosenza, 646.203.1703,
jcosenza@canyonranchinstitute.org

Katherine McLane, 512.538.4606,
katherine.mclane@livestrong.org

**The Nation's Top Doctors Issue Unprecedented
*National Call to Action on Cancer Prevention and Survivorship***

*Goals and strategies provide roadmap for private sector, policymakers, and all Americans
to take decisive action in making cancer prevention and survivorship a national priority*

WASHINGTON, D.C. – July 23, 2008 – Today four former United States Surgeons General stood with the Lance Armstrong Foundation, Canyon Ranch Institute, and numerous other collaborators to issue a *National Call to Action on Cancer Prevention and Survivorship* from the nation's capital. Cancer is a public health crisis that carries an unsustainable societal and economic burden, costing our economy over \$400 billion a year. More than 1.4 million Americans will be diagnosed with cancer this year, and at least half of those new cases can be prevented or detected earlier when they are most treatable. At the request of Lance Armstrong Foundation Chairman and Founder Lance Armstrong, former U.S. Surgeons General Richard H. Carmona, David Satcher, Joycelyn Elders, and Antonia Novello collaborated with the cancer prevention and survivorship community to develop the *National Call to Action*.

Dr. Carmona said, "This *National Call to Action on Cancer Prevention and Survivorship* is a battle plan to meet specific national goals to improve cancer prevention, recommended screening, early detection, treatment and survivorship. This *National Call to Action* will ultimately save lives, save money and improve the lives of the 12 million cancer survivors across our nation. We are calling today on all sectors of society from business to elected leaders to voters to take action and make cancer a national priority."

"With cancer soon to be the #1 killer in America, there is no better time than now for a national call to action in the war against cancer," said Armstrong. "I am proud to stand before you today with the nation's top doctors to urge all Americans to join us in the fight against cancer. My foundation is answering this call beginning tomorrow at the LIVESTRONG™ Summit, where we are empowering 1,000 delegates from all 50 states and around the world at The Ohio State University with the knowledge and training they need to champion the cause in their communities."

In issuing the *National Call to Action*, Armstrong was joined by collaborators from across the United States, and the four doctors who led the development of the *National Call to Action*: Richard H. Carmona, M.D., M.P.H., 17th U.S. Surgeon General (2002-2006); David Satcher, M.D., Ph.D., 16th U.S. Surgeon General (1998-2002); Joycelyn Elders, M.D., M.S., 15th U.S. Surgeon General (1993-1994); and Antonia C. Novello, M.D., M.P.H., Dr.Ph., 14th U.S. Surgeon General (1990-1993).

The four goals of the *National Call to Action* are:

- Empower Healthy Lifestyles to Prevent Cancer
- Apply What We Know About Cancer Screening and Early Detection to All People
- Ensure That All People Can Navigate Through the Health Care System
- Provide Survivorship Care Plans and Systems of Support for All Cancer Survivors

To read the complete *National Call to Action on Cancer Prevention and Survivorship*, visit www.NCTAcancer.org.

The *National Call to Action on Cancer Prevention and Survivorship* is made possible by a joint collaboration between the Lance Armstrong Foundation and Canyon Ranch Institute.

###

About the Lance Armstrong Foundation

The Lance Armstrong Foundation (LAF) unites people through programs and experiences to empower cancer survivors to live life on their own terms and to raise awareness and funds for the fight against cancer. The LAF focuses on cancer prevention, access to screening and care, research and quality of life for cancer survivors. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF has raised more than \$260 million for the fight against cancer. Join 70 million **LIVESTRONG** wristband wearers and help make cancer a national priority. Unite and fight cancer at LIVESTRONG.org.

About Canyon Ranch Institute

Canyon Ranch Institute (CRI) is a non-profit organization that catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness. Canyon Ranch Institute and our partners believe in the power and possibility of a healthy world. More information about CRI is available at www.canyonranchinstitute.org.