



American Cancer Society
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Press Release

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FOR IMMEDIATE RELEASE:

Joining Forces in the Fight Against Cancer: Pfizer Awards American Cancer Society Program At Backus Hospital

Rocky Hill, CT (March 9, 2010) -- The American Cancer Society is proud to introduce the Cancer Resource Volunteer Initiative, a new program implemented at The William W. Backus Hospital in Norwich, Connecticut, as a result of fund support from Pfizer's Connecticut Laboratories.

The premise behind the American Cancer Society's Cancer Resource Volunteer Initiatives is to provide free, comprehensive training to volunteers who are then able to provide support services that empower and educate patients about their cancer care and quality of life. According to Connie Branyan, Area Director of Health Initiatives for the Society, "by eliminating barriers to care and increasing access to information, services, and resources, cancer patients are more likely to follow their treatment plans, increase their quality of life, and have improved health outcomes."

"This collaborative partnership illustrates the American Cancer Society's commitment to provide comprehensive cancer information and support services to the residents of New London County," added Branyan. "We actively seek to collaborate with corporations such as Pfizer and local hospitals to help provide the best possible care to men and women who are diagnosed with cancer, and promote the overall goals of the American Cancer Society to help patients get well, stay well, fight cures and fight back against cancer."

"Working together with organizations like the American Cancer Society and Pfizer, we can continue to improve the health of our community," said Backus Hospital Director of Cancer

Services John Panicek. “On behalf of our cancer patients, we are very grateful for this support and will continue to work with our partners to improve quality of life for cancer patients.”

"Community" is a core value at Pfizer," says Monica Tijerina, Manager of Corporate Responsibility for Pfizer Global Research & Development at Groton/New London Laboratories. “Through our Community Grants program, Pfizer's Connecticut Laboratories make charitable contributions to eligible nonprofit organizations in the communities where we live and work.

According to Tijerina, Pfizer has awarded the American Cancer Society Cancer Resource Volunteer Program funding through its Community Grants program. Funding for two years has enabled the American Cancer Society to develop and launch the program with hospital partners like Backus Hospital.

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us any time, day or night, at 1-800-227-2345 or visit cancer.org.

Caption:

The American Cancer Society has introduced the Cancer Resource Volunteer Initiative at The William W. Backus Hospital in Norwich, Connecticut, as a result of fund support from Pfizer's Connecticut Laboratories. Pictured from left to right: Elaine Tootell (ACS volunteer), Rich Alper (ACS volunteer), Monica Tijerina of Pfizer, John Panicek of Backus Hospital, Ginny Mabeoone of Backus Hospital, Connie Branyan and Kathi Turner, both of the American Cancer Society. Not pictured, ACS volunteer Joanne Carnevale.