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Calendar of Events

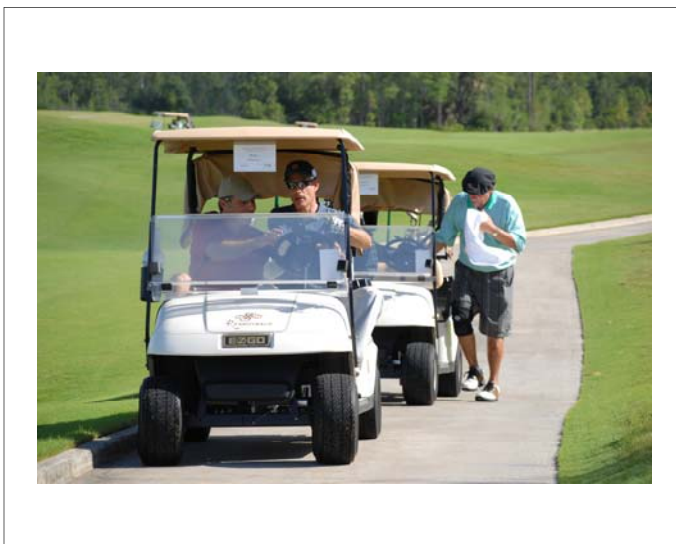
- 21st Century Oncology Physicians' Retreat, August 28-29, Bonita Springs, FL
- Health Forum, Dunbar, FL, Sept. 26, 2009
- 2nd Annual Drive Out Cancer Golf Tournament, Redding, CA, Sept. 26, 2009
- Florida Family Festival, Fort Myers, FL, Oct. 3, 2009
- 21st Annual Fall Foliage Cancer Conference, Asheville, NC, Oct. 16-17, 2009
- Pain & Palliative Care Lecture Series, SW Florida, Nov. 11-13, 2009
- 5th Annual Swings Against Cancer Golf Tournament, Margate, FL, Dec. 5, 2009

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2ND ANNUAL SWINGS AGAINST CANCER GOLF TOURNAMENT

A perfect day greeted us on May 17th, 2009 as the 2nd Annual Swings Against Cancer Golf Tournament got underway. The Club at Renaissance in Fort Myers, FL provided us with a wonderful breakfast and lunch, great golf and a course that was spectacular! Over 60 players, 12 volunteers and the Renaissance staff made this an event to remember. These dedicated individuals helped raise over \$29,000.

After an energetic round of golf, Rabbi Solomon Agin opened the luncheon by introducing Craig Wolf, Senior Anchor of NBC-2 as our emcee for the day. Craig had also joined us on the greens. He awarded the 1st place trophy which also included a 4 day 3 night vacation package. 2nd place golfers received a 3 day 2 night vacation package. Dr. Valerie Dyke of The Colorectal Institute made the awards for the Longest Drive Contest. Other award contest winners re-



ceived a 5 day Carnival Cruise for 2 (Putting Contest), 2 tickets to a Professional sporting event (for men) and a gift certificate to a jewelry store (for women) in the Closest to the Pin contest.

Shumaker, Loop & Kendrick and Edison National Bank

were the major sponsors again this year. Buddy and Tonya Roberts from RC Media Services provided us with photos to capture memorable moments of the day. Please go to our web site or the following link to see the pictures: <http://www.rcmediaservice.com/21stcare.html>

SKIN CANCER SCREENING HELD IN IMMOKALEE, FL

On May 4, 21st Century C.A.R.E. held a free skin cancer screening in conjunction with Associates in Dermatology and Collier Health Services. Immokalee is an underserved farm worker com-

munity near Fort Myers and Naples, Florida. Associates in Dermatology provided two physicians, and Collier Health provided numerous volunteers. Each attendee received sunscreen and a

hat, various skin cream samples, and educational materials. Refreshments were provided. This event was very well received, with attendees from as far away as Everglades City.

HEALTH & WELLNESS EXPO, OLGA, FL

21st Century C.A.R.E., along with the Southwest Florida Coalition for Change sponsored a health fair in east Lee county at Grace Church on June 20. The event brought together over 20 agencies which offered blood pressure testing, osteoporosis screening, stop smoking assistance, and much more. Physicians from Associates in Dermatology offered free skin cancer screenings, and financial advisors were available to help people apply for Medicaid. Many social service agencies were on hand to answer questions and take

applications, including the United Way, Lee County Health Department, Visually Impaired Persons, and Family Health Centers. Over 2,500 pounds of emergency food from the Harry Chapin food Bank was distributed to help with southwest Florida's hunger crisis. Professional hair cuts were donated by Planet Hair, and the Lee Memorial Hospital Blood Mobile left with many extra pints. With around 150 attendees, more than 35 volunteers, lots of door prizes, food, and helpful information, the event was quite a success!



Attendees wait to be screened for skin cancer courtesy of Associates in Dermatology

Many thanks to the volunteers who made this event possible, especially Pat and Pete Noe who spent countless hours of their spare time organizing the fair.

LECTURE SERIES ON PALLIATIVE CARE SOUTHWEST FLORIDA

Dr. Ann Berger, Chief of Pain and Palliative Care at the National Institutes of Health Clinical Center will be speaking at a series of lectures in Naples, Fort Myers, and Sarasota, Florida on November 11, 12 & 13. She will give a total of 6 lectures

targeted towards Physicians, Physician Assistants, Nurse Practitioners, and Hospice Chaplains. Continuing education credits will be available. These lectures are being held in conjunction with the Naples Community Hospital, Sarasota

Memorial Hospital, Lee Memorial Hospital, Florida Gulf Coast University and local hospice organizations. Dr. Berger is a dynamic speaker who is sure to provide an outstanding educational experience for all those who attend.

21ST ANNUAL FALL FOLIAGE CONFERENCE, ASHEVILLE, NC

The 21st Annual Fall Foliage Cancer Conference will be held October 16 & 17 in beautiful Asheville, NC at the Grove Park Inn Resort & Spa. The Conference brings together a faculty of physicians distinguished as teachers and cancer specialists to share their knowledge and experience with the attendees.

The overall theme of this year's conference is "Increasingly Targeted Cancer Therapies".



The Grove Park Inn

The Annual Fall Foliage Cancer Conference offers AMA Category 1 credit.

This year we are offering a special event on Friday evening called "The Appalachian Experience". This includes an authentic Southern Buffet and local entertainment indicative of the area.



It's time to make your reservation for the always popular Fall Foliage Cancer Conference!

Some of the confirmed speakers include:

*Jane E. Brock, M.B.B.S., Ph.D.
Department of Pathology
Brigham and Women's Hospital*

*Jorge Cortes, MD
Department of Leukemia
M.D. Anderson Cancer Center*

*Jason Elstathiou, MD, Ph.D.
Department of Radiation Oncology
Massachusetts General Hospital*

*Ellen Jones, MD, Ph.D.
Department of Radiation Oncology
Duke University Medical Center*

*Michael Steinberg, MD, F.A.S.T.R.O.,
F.A.C.R., F.A.C.R.O.
Department of Radiation Oncology
University of California, Los Angeles*

*Edward Trimble, MD, MPH
Head, Gynecologic Cancer
Therapeutics and Quality of
Cancer Care Therapeutics
National Cancer Institute*

*Frank A. Vicini, MD, F.A.C.R.
William Beaumont Hospital
Beaumont Cancer Institute*

PATIENT FINANCIAL ASSISTANCE

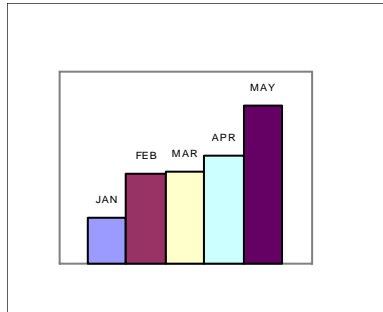
One of the many ways 21st Century C.A.R.E. meets its mission is through our financial assistance program. We provide immediate financial assistance for incidental expenses related to cancer treatment. It is our aim to reduce financial stress for the patients, allowing them to focus their energy on beating the disease.

The services we offer to patients include transportation to doctor visits related to cancer-care, childcare during treatment, cosmetic aide and hygiene products, respite care services, temporary housing

due to geographical distance from the treatment center, meals during treatment, medical supplies and equipment, and cancer screenings.

To be eligible, a patient must currently be under treatment for cancer, be within 6 months of a cancer diagnosis, have completed treatment within 6 months, or be in need of cancer screening, as well as meeting other requirements.

Any cancer patient from any location in the country is eligible.



Applications have increased significantly in recent months.

Applications for assistance can be found on our web site. The patient must complete the application and a physician must sign it. Turnaround time is only a few days.

Here are some of the requests for assistance we have funded:

Travel to tertiary referral centers for special treatments

A motel stay during treatment for a patient who lost her home and was living in her car

Groceries

Gas cards

Nutritional supplements

A bed for a patient with painful bone metastases sleeping on a lumpy couch at a friend's house

Colostomy supplies

Lymphedema sleeve and glove

Childcare during treatment

FLORIDA FAMILY FESTIVAL FORT MYERS, FL

On October 3, 20,000 people will descend on Harbourside Convention Center and Centennial Park in downtown Fort Myers to attend the Florida Family Festival. The organizer, Wilfredo Irizarry of Adonai Community Services in Rochester, NY has obtained the buy-in of key local leaders, including the mayor. The

Festival will be a fun event for the entire family, while providing much needed services to the community. The first 5,000 attendees will receive free groceries, and there will be many health and human service providers including 21st Century C.A.R.E. We plan to provide skin, prostate, and colorectal cancer screen-

ings, and information on the HPV vaccine. Pastor Wilfredo says that Fort Myers is a perfect location for such an event considering the attention the community received when President Obama paid a visit. He is planning to have a prominent national speaker and anticipates the national press will be in attendance.

LAS VEGAS CANCER CONFERENCE

Because of the success of the Fall Foliage Cancer Conference, we will be starting a second such conference in Las Vegas.

The 1st annual Las Vegas Cancer Conference will be held April 29-May 2, 2010 at the Rio All-Suite Casino Resort.

This conference will provide a high-quality CME opportunity for west coast physicians on a par with the Fall Foliage Conference.



Join us in Las Vegas in 2010

to that of the Fall Foliage Conference, with nationally and internationally-known speakers.

The format will be similar

Keep an eye on our web site for more details coming soon!

21st Century C.A.R.E.

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Secretary & Treasurer

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Board Member

Jacqueline Bearse
Board Member

Sharon Salenius, MPH
Executive Director

Calendar of Events (continued from page 1)

- Prostate Cancer Charity Golf Outing, Fort Myers, FL, Jan. 16, 2010
- Golf Tournament, Los Angeles, CA, April, 2010
- Las Vegas Cancer Conference, Apr. 30-May 1, 2010
- 3rd Annual Swings Against Cancer Golf Tournament, Fort Myers, FL, May 16, 2010
- Gala Night, Nov. 13, 2010, Fort Myers, FL

ABOUT 21st CENTURY C.A.R.E.

21st Century C.A.R.E. is a not-for-profit charitable foundation dedicated to cancer patients. The foundation was originally established in 1996 by Dr. Charles Thomas in Asheville, NC when a grateful patient bequeathed a generous sum for the purpose of providing cancer education in the community. In January 2007, a new Board of Directors was elected and the headquarters was moved to Fort Myers, Florida. The new Board has ambitious plans to further the 21st Century C.A.R.E. mission of providing cancer patient assistance, education programs including cancer screening, support groups, and contributing to vital cancer research.

FUNDRAISING SPOTLIGHT

Peter Crawford, Regional Administrator for 21st Century Oncology in Redding, CA helps patients in need in his area by organizing a fundraising event every year. Peter says "the referring physicians are keen on the fact that 21st Century C.A.R.E. brings additional resources into the community". For the second year in a row, he, along with Drs. Vidya Bobba and Rodney Rodriguez, will host the "Drive out Cancer Golf Tournament." He invites their referring physicians to a round of golf, live music, dinner, and an educational lecture. For the tournament, Peter requests giveaway items with 21st Century C.A.R.E. logos so the physicians will remember us. Peter's golf tournaments are unique in that large signs at each hole educate the player to the *Prevention, Detection & Treatment* of prevalent cancers diagnosed in Northern California. Besides 21st Century C.A.R.E., proceeds go to the Prostate Cancer Foundation and Mercy Foundation North.

WE NEED YOUR HELP!

Our events and patient assistance program are only possible because of the donations we receive. Please help us by sponsoring a fund-raising event.

Small businesses are in an excellent position to hold a fund-raising event. This can be done at the same time as an event you are already planning, or as a separate event. The recognition your business will receive is an invaluable marketing tool. Customers like to know that the businesses they frequent give back to the community.

The staff at 21st Century C.A.R.E. will help you plan, organize, and carry out your event. Here are some ideas



Guests pose with "Marilyn Monroe" and "James Bond" at the 21st Century C.A.R.E. gala event in Jan.

for you to consider: fashion show, art auction, golf or tennis tournament, charity walk, luncheon with a speaker or entertainment, a black tie event, sale of 21st Century C.A.R.E. logo items.

There are many other opportunities. Be creative! Try a

sailboat regatta, powerboat or motorcycle poker run, antique car show, haunted house at Halloween, wine tasting, food tasting with local caterers or restaurants, cardboard boat regatta, flower show or garden tour.

Talk to local clubs. There are many types of clubs (sailing, car, horseback riding, orchid, garden, book, kayak, etc.) that may have ideas for a theme event.

Consider what is popular in your area, the nature of your business, and what your own hobbies and interests are.

Keep in mind that funds raised in your area will be returned to your area to help your local community.