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News from National

STAR CAMPAIGN

DIAHANN CARROLL LAUNCHES NATIONAL CAMPAIGN HONORING CANCER CAREGIVERS

The legendary actress and performer Diahann Carroll turned the spotlight on the "Stars" in the lives of cancer patients and survivors on June 20 in New York City. The Wellness Community's (TWC) *Star Campaign* is a national effort to honor the everyday people who support cancer patients in numerous ways throughout their cancer journeys. The *Star Campaign* is a web-based effort, www.starcampaign.org, enabling cancer patients to honor and reflect on the caregivers who support them. Patients and survivors have honored sons, daughters, husbands, wives, friends, neighbors, doctors, nurses, counselors, and even an ex-husband.

The launch kicked off with a television and radio Satellite Media Tour (SMT), where Ms. Carroll spoke about the free support and education services of TWCs across the world and online, the results of our new national caregiver survey, and The Wellness Community's newest source of inspiration and information, www.starcampaign.org. The SMT broadcast took Ms. Carroll to 16 markets nationwide.

Later that day, Ms. Carroll celebrated the launch at a press conference luncheon in New York City. She was joined by campaign supporter GlaxoSmithKline and representatives from several area TWCs, including Scott Bluebond and Rachel Cohen (TWC-Philadelphia), Pat Lunny (TWC-Central New Jersey), and Harriet Berman (TWC-Boston) and her sister, Tina Carver.

Ms. Carroll spoke poignantly about her caregiver and dear friend, Marilynn Mazzarulli. "Having personally battled breast cancer, I have directly experienced how vital it is to have the support of a caregiver, like Marilyn, while undergoing treatment. Caregivers take on so

many roles -- from emotional support, which I believe to be the most critical, to providing transportation and helping with meals and chores at home. But it can come at a high price for the caregiver. While we as patients and survivors might not always see it, caregivers experience a great deal of stress as they help us cope and keep our focus on getting well. We can't thank them enough."

Kim Thiboldeaux, TWC President and CEO presented the results of the 2007 Caregiver Survey. In May, TWC surveyed more than 200 cancer survivors and their caregivers across the country and found that:

- More than eight in 10, or about 85 percent, of cancer patients, survivors and caregivers agree that the support of caregivers allows the focus to remain on cancer treatment;
- Seventy-two percent of caregivers, cancer patients and survivors believe that caregivers are critical to treatment decision-making; this is in spite of caregivers' reporting regular exposure to stress and anxiety – a high 80 percent – while supporting their loved ones; and,
- Caregivers are just as likely to receive treatment for depression and anxiety as cancer patients and survivors.

The full findings of this survey can be found on The *Star Campaign* website under News and Resources.

TWC also premiered its newest Public Service Announcement (PSA) featuring Ms. Carroll and several participants from TWC – Redondo Beach, which is airing on local and cable stations across the country. You can view the PSA on The *Star Campaign* website.

Honoring a caregiver is easy! Visit www.starcampaign.org, click on "Honor a Star" And you can honor the person who supported you through your cancer journey. On the site, you will need to complete a simple form with basic information about yourself and your *Star* and provide a brief synopsis telling us why you chose him or her. You can also upload a photo or your *Star* or you and your *Star* together. Within 24 hours you and your *Star* will be added the *Star* "Walk of Fame," where you can read about others who have been honored. Stories are searchable by last name – yours or your *Star*'s.

On the new site, you can also find caregiver resources, links to all of The Wellness Community's free support and education services, and much more. Visit www.starcampaign.org today and say "Thank You" to the *Star* in your life!

ABOUT THE WELLNESS COMMUNITY

Celebrating its 25th anniversary in June 2007, The Wellness Community is an international non-profit organization dedicated to providing free support, education and hope to people with cancer and their loved ones. Through participation in professionally-led support groups, education workshops nutrition and exercise programs, and mind/body classes, people affected by cancer learn vital skills that enable them to regain control, reduce isolation and restore hope regardless of the stage of their disease. Today, there are 24 Wellness Communities around the United States plus 56 satellites and off-site programs, two centers abroad in Tel Aviv and Tokyo, three centers in development, and online at The Virtual Wellness Community. For more information, visit www.thewellnesscommunity.org.