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**NORTHERN CALIFORNIA CANCER CENTER CELEBRATES  
ITS 35<sup>TH</sup> ANNIVERSARY**

**CELEBRATION HONORS HILARY NEWSOM CALLAN AND GEOFF CALLAN AND  
DR. ALICE WHITTEMORE**

**YAHOO! CEO CAROL BARTZ, KEYNOTE SPEAKER**

**NOVEMBER 4, 2009 IN SAN FRANCISCO**

**FREMONT, CA** (October 6, 2009) – The Northern California Cancer Center’s 35<sup>th</sup> anniversary celebration, “Celebrating 35 Years – The Legacy Anniversary,” will honor three inspirational leaders who have been critical to the success of its mission to prevent cancer where possible and to reduce the burden of cancer where it cannot *yet* be prevented. Long-time supporters **Hilary Newsom Callan and Geoff Callan**, and Stanford University School of Medicine’s **Dr. Alice Whittemore** will be honored. **CBS 5’s Kate Kelly** will emcee and special guest **Carol Bartz, CEO of Yahoo!**, will serve as keynote speaker for the event which begins at 6 p.m. on Wednesday, November 4, 2009. The celebration and dinner will be held at Bonhams & Butterfields, 220 San Bruno Avenue in San Francisco.

The Northern California Cancer Center (NCCC) is honoring Hilary Newsom Callan and Geoff Callan for their outstanding service and dedication. The two have produced the successful PlumpJack/LINK Golf Classic for ten years in support of NCCC’s breast cancer research and education. They have raised more than \$1.5 million for NCCC since the inception of the annual golf classic. The two will receive the Doris Fisher Community Leadership Award, named after one of the Bay Area’s most prominent philanthropists and a tireless advocate for accessible cancer information and education.

Professor Alice Whittemore of Stanford University School of Medicine’s Department of Health Research and Policy is an epidemiologist. She has long been a leader in developing studies aimed at understanding the causes of prostate, breast and ovarian cancers. A recipient of numerous honors throughout her career, Dr. Whittemore won the National Cancer Institute’s Women in Cancer Research Award in 2009. At the November 4<sup>th</sup> event, she will receive the Saul Rosenberg Research Award, named after one of the founders of NCCC and its first Executive Director.

Keynote Speaker Carol Bartz, Yahoo! CEO, is a noted advocate for those with breast cancer and those at risk for getting breast cancer. She is a founding member of Breast Cancer Connections, a resource for breast cancer and related breast health issues. Formerly CEO and Executive Chairman of

Autodesk, Inc., she led the company's revenues from 285 million to \$1.5 billion. Ms. Bartz has recently been listed in Forbes magazine as the 12<sup>th</sup> most powerful woman in the world.

NCCC's 35th Anniversary is sponsored in part by Bonhams and Butterfields, Fork and Spoon Productions, Hartmann Studios, the Herbst Foundation, PlumpJack Group, and Yahoo!

The event is chaired by **Laura King Pfaff** and the Honorary Committee includes **Joan Bloom, Ph.D.; Kelly and Sam Bronfman; Barbara and Robert Callan; Gary Cohen; Suzanne and Jim Dern; Ann and Gordon Getty; Terry Kwiatek; Maryon Davies Lewis; Judith Luce, MD and John Luce, MD; Beverly Mitchell, MD; The Honorable Gavin and Jennifer Newsom; Rick Pfaff; Mary Robinson; Lori Puccinelli Stern and Jay Yu.**

**About the Northern California Cancer Center** - The Northern California Cancer Center is the only center in the country dedicated solely to cancer prevention research. It is recognized nationally as a leader in researching the causes and patterns of cancer across the population and improving the prevention and detection of cancer. In 35 years of operation, the nonprofit organization has grown from its original role of developing clinical trials of cancer drugs to serving as an asset to the nation's leading cancer fighting organizations, including the National Institutes of Health and the National Cancer Institute, scientists worldwide, educators, patients, and clinicians. For more information, visit the NCCC's website at [www.nccc.org](http://www.nccc.org).

Tickets to "Celebrating 35 Years – The Legacy Anniversary" are \$200 for individuals and support NCCC's work in preventing cancer and promoting life. For more information and to reserve your tickets, visit [www.nccc.org/35th](http://www.nccc.org/35th) or contact Sandi Farrell at **510-608-5003** or [sfarrell@nccc.org](mailto:sfarrell@nccc.org). For sponsorship opportunities and benefits, please contact Rebecca Chekouras at 510-608-5051 or [rebecca.chekouras@nccc.org](mailto:rebecca.chekouras@nccc.org).

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### **Quotations for Editorial Use:**

"It is with tremendous thanks that we honor Hilary Newsom and Geoff Callan for their tireless efforts on behalf of the Northern California Cancer Center's Community Education programs and breast cancer research. The annual PlumpJack Golf Tournament they have hosted for the past ten years has enabled us to provide cancer education programs for the underserved, those who provide the support system for their loved ones diagnosed with cancer, and those who are recovering from this devastating disease. Our gratitude is simply boundless."

**-Doris Fisher**, Board of Trustees, Northern California Cancer Center

"Professor Alice Whittemore is an outstanding epidemiologist, providing important information and insights in the nature and causes of several common cancers. Especially important has been her providing a valuable link between Stanford University and the Northern California Cancer Center, over many years. She has recognized the need for population-based cancer research, often deficient in major research institutions. She has been a pillar of support of the NCCC, and I am so proud for her to receive an award, recognizing her many accomplishments, in my name."

**-Saul A. Rosenberg, M.D.**, Maureen Lyles D'Ambrogio Professor Emeritus, Stanford School of Medicine; Founding Director Emeritus, Northern California Cancer Center