



FOR IMMEDIATE RELEASE

Media Contacts:

Serena Espinosa, External Affairs Associate, NCCC, (510) 608-5160 / serena.espinosa@nccc.org

Jo Ann Driscoll, Driscoll Public Relations & Marketing, (510) 663-1473 (office) / (510) 459-8144 (cell) / joannd@pacbell.net

**SALLY L. GLASER, PH.D., NAMED CEO of the
NORTHERN CALIFORNIA CANCER CENTER**

Specialist in Hodgkin lymphoma to lead cancer prevention efforts at one of the nation's largest prevention-focused cancer research centers

FREMONT, CA (April 14, 2009) – Sally L. Glaser, Ph.D., a 19-year veteran at the **Northern California Cancer Center** (NCCC), has been promoted to Chief Executive Officer of the organization, which is the only center in the country conducting research dedicated solely to cancer prevention. NCCC employs 135 staff members and has a \$14 million operating budget. Dr. Glaser, a research scientist, will continue to direct NCCC's Greater Bay Area Cancer Registry, which collects cancer data for its nine-county catchment area to better understand patterns of cancer occurrence, treatment and survival. Previously, Dr. Glaser served as Director of Surveillance Research at NCCC. She earned an A.B. from Harvard University and an M.S. and Ph.D. in Epidemiology from the University of California, Berkeley.

“NCCC is positioned to be a critical partner in America's revitalized effort to eradicate cancer,” said Dr. Glaser, “I'm excited to lead our professional team of researchers and numerous other staff members at the forefront of that mission at NCCC.”

NCCC is a nationally recognized leader in researching the causes of cancer and improving cancer detection and prevention. The organization's programs, while multifaceted, all address the inter-related aspects of cancer prevention. Programs include the cancer registry, which tracks all cases for two of California's ten cancer-reporting regions and aids NCCC in determining the size of the problem of cancer occurrences and death. The organization also conducts a wide variety of research studies, using data from the registry and other sources to determine the causes of cancer and factors related to survival after cancer. NCCC's distinctive outreach and community education programs actively bring cancer prevention services to underserved and low-income communities and improve the quality of life for individuals living

with cancer. NCCC's programs are also integral to the organization's partnership with Stanford University and contribute to the university's National Cancer Institute Cancer Center designation.

"We're extremely happy to have Dr. Glaser as CEO," said NCCC Chairman of the Board Samuel Bronfman II. "Her scientific merits and experience combined with her vision, enthusiasm, and ability to motivate others make her a perfect choice for this position." Bronfman cited Dr. Glaser's research expertise, management skills and passion for the work of NCCC scientists, registry staff, and community educators, saying it has been "an asset to her leadership thus far and will continue to inspire support for the cancer prevention cause."

The research that comes out of NCCC builds upon established knowledge bases worldwide and contributes to the deepening understanding of how cancer affects the entire population rather than only the individual patient. The organization also examines what can be done to stop the spread of the disease. NCCC works closely with regional, state, and national health departments concerned with policy and health practice interventions in order to maximize the health of individuals and families.

"Cancer surveillance is like an early warning system for the many diseases we call 'cancer,'" said Dr. Glaser. "It tells us what's happening in the Greater Bay Area and in the state—not just in individual clinics. And while not all cancer can yet be prevented, there is much more we can do to strengthen California's response." Addressing areas in which NCCC will play a leading role, Dr. Glaser cited ongoing research into the emerging causes of cancers, community outreach, education efforts, and programs that promote screenings for early detection when most cancers can easily be treated. The organization is committed to conducting new research studies that point to interventions that can stop cancer before it starts, and continues its leadership in state outreach programs for low-income women.

About the Northern California Cancer Center:

Based in the San Francisco Bay Area city of Fremont, the Northern California Cancer Center (NCCC) is an independent 501 (c) (3) non-profit organization with a \$14 million operating budget. It devotes its research efforts to understanding who gets cancer and why, leading to more effective prevention. NCCC was founded in 1974 by a consortium of the Stanford University and University of California San Francisco medical schools, the California chapter of the American Cancer Society, and community leaders. In 35 years of operation, it has grown from its original role of assisting with 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 Northern California Cancer Center's website at www.nccc.org.

###