

**THE WELLNESS COMMUNITY OF PHILADELPHIA'S (TWCP)  
EIGHTH ANNUAL CELEBRATION OF HOPE**

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FOR IMMEDIATE RELEASE  
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**THE WELLNESS COMMUNITY OF PHILADELPHIA'S EIGHTH ANNUAL "CELEBRATION OF HOPE"  
EDUCATIONAL CONFERENCE, FRIDAY, JUNE 9, 2006**

**Conference Presenting Partner GlaxoSmithKline Oncology & Acute Care, Community Partner AstraZeneca  
Pharmaceuticals LP, and Program Partner Novartis Oncology Welcome  
Harold Freeman, MD, Wendy Harpham, MD, Phoebe Snow, and Special Guest Vince Papale**

(PHILADELPHIA, PA) – **The Wellness Community of Philadelphia (TWCP)** is recognizing National Cancer Survivors' Day (June 4) by providing over six hours of activities certain to touch the lives of people with cancer and their loved ones across greater Philadelphia and beyond: its eighth annual "Celebration of Hope." On Friday, June 9, between 8:00 a.m. and 3:15 p.m., the Fairmount Park-based cancer support organization will be holding a free educational conference for people with cancer and their loved ones at The Loews Philadelphia Hotel at 1200 Market Street in Philadelphia. This is the first time that the "Celebration of Hope" educational conference will be held at this location, which was once considered the most significant architectural structure of its time.

The day's highlights include presentations by Harold Freeman, MD, Wendy Harpham, MD, Phoebe Snow, and special guest Vince Papale. The conference presenting partner is GlaxoSmithKline Oncology & Acute Care, community partner is AstraZeneca Pharmaceuticals LP, program partner is Novartis Oncology, and radio sponsor is B101 FM. Cancer survivors, health care professionals, and interested others are welcome to attend; continental breakfast and lunch will be served. **Please call (215) 879-7733 by June 2, 2006 for more information and/or to register, or register on-line at [www.twcp.org](http://www.twcp.org).**

**"Celebration of Hope"**

Registration and complimentary breakfast for the conference begin at 8:00 a.m. NBC 10 reporter and caregiver **Lori Wilson** will welcome all "Celebration of Hope" attendees at 9:00 a.m. Then, at 9:15 a.m., **Wendy Harpham, MD**, doctor of internal medicine, lymphoma survivor, and award-winning author will present "Happiness in a Storm: Facing Illness and Embracing Life as a Healthy Survivor." She will tell how to find and create opportunities for happiness despite illness and, in some cases, *because* of it.

Following Harpham, at 10:30 a.m., **Harold Freeman, MD**, will present "Improving Access to Care for People Affected by Cancer." He is founder and medical director of the Ralph Lauren Center for Cancer Care and Prevention in Harlem, New York. Currently a senior advisor to the director of the National Cancer Institute (NCI), he is one of the foremost international authorities on interrelationships among poverty, culture, social injustice, and cancer and is the leading voice on cancer disparities.

At noon, following lunch, **TWCP** will welcome singer-songwriter **Phoebe Snow** who will share "A Caregiver's Story." The focus will be on her experience of caring for and loving her mother through an 11-year journey with cancer. Since the release of her self-titled debut album in 1974, Snow has remained one of the most distinctive voices in popular music. Her top five hit single, "Poetry Man," won her a Grammy Award nomination for Best New Artist and established her as a formidable singer-songwriter.

After Snow's presentation, at 1:00 p.m., former NFL player, **Vince Papale** will address the audience with "A Personal Story of Cancer Survivorship." He defied the odds in 1976 to make the Philadelphia Eagles as a 30-year-old walk-on rookie. He still holds the record for being the oldest rookie in NFL history that never played college football, excluding kickers. He was diagnosed with colorectal cancer in May 2001. Five years later, he is now cancer-free and on a crusade to encourage men and women over age 40 to get screened for colorectal cancer. His life story, "Invincible," is the subject of a forthcoming book and a major motion picture from Walt Disney Pictures to be released on August 25, 2006.

Afternoon workshops will begin at 2:00 p.m. Participants will be able to choose from the following:

**"Frankly Speaking About New Discoveries in Cancer: Special Focus on Colorectal Cancer" with Louis Weiner, MD**

Louis Weiner, MD, chairman of the department of medical oncology and vice president of translational research at Fox Chase Cancer Center, will present "Frankly Speaking About New Discoveries in Cancer: Special Focus on Colorectal Cancer." He will offer new and novel treatment options for those diagnosed with colorectal cancers. This workshop is supported by an educational grant from Genentech BioOncology.

**"Nourishing Hope" with Wendy Harpham, MD**

Wendy Harpham, MD, will talk about "Nourishing Hope" and explore what hope is and the various types of hope people with cancer may experience. She will offer inspiring stories and useful advice for overcoming obstacles to hopefulness.

**"Finding True Peace and Happiness" with Gabriel Rocco, MA**

Gabriel Rocco, MA, mind-body health coordinator at **The Wellness Community of Philadelphia**, will present "Finding True Peace and Happiness" and teach the simple truth that despite a diagnosis of cancer, peace and happiness can be found in any moment if one knows how to open the door where they reside.

**The Wellness Community of Philadelphia's** eighth annual "Celebration of Hope" educational conference will help people with cancer by providing cutting-edge information to improve the quality of their lives, emotional support, and hope as they are inspired by the day's stories of survival. Most importantly, it is a celebration of survivorship for hundreds of people with cancer and their loved ones as they join together to recognize National Cancer Survivors' Day.

**Note to editors:** If you are interested in a remote television broadcast and/or (advance) interview with any of the speakers, please call Scott D. Bluebond at (215) 879-7733, or email him at [sbluebond@twcp.org](mailto:sbluebond@twcp.org). Thanks!

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The mission of **The Wellness Community of Philadelphia (TWCP)** is to help people affected by cancer enhance their health and well-being through participation in a free, professional program of emotional support, education and hope. **TWCP** offers programs at Ridgeland in Fairmount Park and limited offsite programs in Chester County, the Bux-Mont area, Hahnemann University Hospital, and throughout Philadelphia. Please call **The Wellness Community of Philadelphia** at (215) 879-7733, (888) 819-3553 Reminder: **The Wellness Community of Philadelphia's** grounds and buildings are smoke-free