

**G & P Foundation Medical Advisory Board Member to chair Cancer Therapy For The
New Millennium in Palermo, Italy**

NEW YORK, NY -Barrie R. Cassileth, PhD, Chief of the Integrative Medicine Service at Memorial Sloan-Kettering and G & P Foundation Medical Advisory Board member, will act as program chair for an international cancer conference entitled "Cancer Therapy for the New Millennium: Mainstream, Complementary and Alternative Care." The conference will take place in Palermo, Italy, October 12-14, 2000. Dr. Cassileth heads a list of experts who will discuss a wide range of mainstream and complementary therapies. Dr. Stephen D. Nimer, also a member of the G & P Foundation Medical Advisory Board and Head of the Division of Hematologic Oncology at Memorial Sloan-Kettering Cancer Center, will discuss innovations in bone marrow and stem cell transplantation.

The year-2000 conference follows a series of biennial cancer conferences organized by The Amazon Project in Palermo, Italy, in conjunction with the city of Palermo, The Government of Italy, and a number of Italian cancer organizations. Among the international cancer centers and organizations endorsing this conference are Memorial Sloan-Kettering Cancer Center in New York, the International Union Against Cancer (UICC) in Switzerland, and The Amazon Project in Palermo.

This three-day meeting, reviewing both mainstream and complementary care, boasts presentations from some of the world's leading cancer specialists. Gianni Bonadonna, MD, Chief of Medical Oncology at the National Cancer Institute of Italy, will be speaking on the future of breast cancer treatment, and Umberto Veronesi, MD, Italy's Minister Of Health and former Director of the European Institute of Oncology, will discuss new perspectives in cancer treatment. Paul P. Carbone, MD, Professor of Medicine Emeritus, University of Wisconsin Comprehensive Cancer Center, will present the future of cooperative group clinical trials in chemotherapy, and Lucio Luzzato, MD, Chairman, Department of Human Genetics, Memorial Sloan-Kettering Cancer Center, New York and recently-named director of Italy's National Cancer Institute, will discuss expectations in clinical genetics.

In the United States, the conference is managed and sponsored by the Center for Bio-Medical Communication, Inc. (CBC). CBC is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. CBC designates this educational activity for a maximum of 19 hours in Category 1 credit towards the AMA Physician's Recognition Award.

For additional information about the conference, please contact CBC directly at 201-342-5300, or through their website at www.cbcbiomed.com

The G & P Foundation was established in 1996 by songwriter Denise Rich and her son-in-law Philip Aouad, in memory of Denise's daughter Gabrielle Rich Aouad, who died at age 27 from AML Leukemia. The G & P Foundation's primary goal is to save lives by funding basic and clinical medical research in both conventional and integrative disciplines which focus on prevention, treatments and quality of life issues of leukemia, lymphoma and related cancers