



FOR IMMEDIATE RELEASE:

Canadian Broadcasters *Stand Up To Cancer* as Ground-Breaking Fundraising Special Returns to Primetime

Citytv, CTV and Global Will Donate One Hour of Simultaneous Commercial-Free, Primetime Coverage

Canadian Viewers Can Donate by Phone (888.907.8263) or Online at www.standup2cancer.org

Star-Studded Event Unites Biggest Names in Film, Television, Sports and Journalism Including George Clooney, Will Smith, Gwyneth Paltrow, Denzel Washington, Renée Zellweger, Lance Armstrong, Richard Branson and More

Musical Performances by Green Day's Billie Joe Armstrong, Neil Diamond, The Edge, Herbie Hancock, Lady Antebellum, Leona Lewis, Martina McBride and Stevie Wonder

100% of Donations Received from the Public Go Directly to Cancer Research

(Toronto – September 3, 2010) The Stand Up To Cancer (SU2C) television event is set to air live and commercial-free on Citytv, CTV and Global Television, September 10 at 8pm ET/PT, 7pm CT (check local listings). The broadcast marks another historic collaboration as all three networks donate one hour of commercial-free primetime to simulcast the groundbreaking fundraising special to raise much-needed funds for innovative cancer research. SU2C will also stream live online at Citytv.com, CTV.ca, and GlobalTV.com.

The special will be hosted by Katie Couric, Diane Sawyer, and Brian Williams, and will feature numerous well-known cancer survivors who exemplify that cancer can affect even the smartest, strongest and toughest people in our lives. Those expected to participate include Christina Applegate, Lance Armstrong, Fran Drescher, Elizabeth Edwards, Delta Goodrem, Michael C. Hall, Dorothy Hamill, Kareem Abdul-Jabbar, Robin Roberts, Maura Tierney, Sofia Vergara, Marissa Jaret Winokur and Ethan Zohn. The broadcast will be dedicated to all cancer survivors and illustrate how groundbreaking research can change the tide in the fight against the disease. Updates will be provided on the work of the five Stand Up To Cancer Dream Teams, and Dr. Sanjay Gupta, CNN's Chief Medical Correspondent, will report on other new developments. One of the musical performances will be an all-star collaboration led by Stevie Wonder with Natasha Bedingfield, Queen Latifah, Martina McBride, Aaron Neville and Dave Stewart.

Other confirmed participants include Tatyana Ali, Dave Annable, Elizabeth Banks, Kathy Bates, David Boreanaz, Sir Richard Branson, Abigail Breslin, Chiquis, George Clooney, Cindy Crawford, Baron Davis, Emily Deschanel, Donald Faison, Sally Field, Derek Fisher, Bill Hader, Alyson Hannigan, Tony Hawk, Anne Heche, Jon Heder, Marg Helgenberger, Cheryl Hines, Randy Jackson, Ken Jeong, Rashida Jones, Minka Kelly, Dr. Jon Lapook, Ray Liotta, Seth MacFarlane, Zachary Levi, Laura Linney, Rob Lowe, Jane Lynch, Marlee Matlin, Shareen Mitchell, Olivia Munn, Lisa Niemi, Kelly Osbourne, Dr. Mehmet Oz, Mandy Moore, Apolo Anton Ohno, Gwyneth Paltrow, Jim Parsons, Matt

Passmore, Aubrey Plaza, Dr. Ana Maria Polo, Yarel Ramos, Seth Rogen, The Simpsons, Will Smith, Eric Stonestreet, Marcia Strassman, Alison Sweeney, Sam Trammell, Gabrielle Union, Sofia Vassilieva, Denzel Washington, Reese Witherspoon, Aaron Yoo and Renée Zellweger with performances by **Billie Joe Armstrong** of Green Day, **Neil Diamond**, **The Edge**, **Delta Goodrem**, **Herbie Hancock**, **Kris Kristofferson**, **Lady Antebellum**, **Leona Lewis**, **Orianthi** and **Ann Wilson** and **Nancy Wilson** of Heart.

SU2C's star-studded television special builds continuing public support and donations for cutting-edge cancer research that translates at a rapid pace from the laboratory to treatments and technologies benefitting patients internationally. One-hundred percent of all donations received from the public will go directly to cancer research. Canadian viewers will be able to donate to Stand Up to Cancer through a toll free number (Dial 888.90.STAND (888.907.8263) to make a credit card donation) or online at www.standup2cancer.org.

The 2008 telecast helped raise over \$100 million. To date, five multi-disciplinary "Dream Teams" of researchers from more than 50 institutions, as well as 13 young innovative scientists who are undertaking high-risk yet potentially high-reward projects have received SU2C funding. SU2C brings together these scientists from different disciplines across various institutions to work collaboratively, rather than competitively, at a critical time in the field of cancer research.

The American Association for Cancer Research (AACR), which consists of more than 32,000 scientists engaged in the fight against cancer, is Stand Up To Cancer's sole scientific partner. The AACR, the oldest and largest scientific organization in the world focusing on every aspect of high-quality, innovative cancer research from the bench to the bedside, is responsible for administering and managing the grants, and providing scientific oversight in conjunction with the SU2C Scientific Advisory Committee, led by Nobel Laureate Phillip A. Sharp, Ph.D., institute professor at the David H. Koch Institute for Integrative Cancer Research at the Massachusetts Institute of Technology.

About Stand Up To Cancer

Stand Up To Cancer (SU2C) – a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization – raises funds to hasten the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives. In the fall of 2007, a group of women who have been profoundly affected by cancer began working together to marshal the resources of the media and entertainment industries in the fight against it.

Stand Up To Cancer will return to primetime TV on September 10, 2010, at 8PM EST & PST / 7PM CT. In the U.S., the one-hour fundraising event will be simulcast live and commercial-free on ABC, CBS, FOX, NBC, Bio, Current TV, Discovery Health, E!, G4, HBO, HBO Latino, MLB Network, mun2, Showtime, Smithsonian Channel, The Style Network, TV One and VH1.

The SU2C founding members include **Laura Ziskin**, executive producer of the Sept. 5, 2008 broadcast and the upcoming one, who is a cancer survivor; **Sherry Lansing**, chairperson of the Entertainment Industry Foundation's Board of Directors and founder of the Sherry Lansing Foundation; EIF President and CEO Lisa Paulsen; Katie Couric;

EIF Senior Vice President **Kathleen Lobb; Rusty Robertson** and **Sue Schwartz** of the Robertson Schwartz Agency; nonprofit executive

Ellen Ziffren; and **Noreen Fraser**, founder of the Noreen Fraser Foundation (NFF) and a cancer survivor. SU2C was formally launched on May 27, 2008.

About Citytv:

Citytv™ television stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg offer viewers intensely-local, urban-oriented, culturally-diverse television programming. A distinct alternative to other conventional television stations, **Citytv** engages its viewers with dynamic on-air personalities and delivers an entertaining mix of news, local-interactive formats such as: Breakfast Television and CityLine; as well as local Canadian and US acquired prime time entertainment programming. **Citytv** is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information on **Citytv** stations and programming, visit Citytv.com

About CTV:

CTV, [Canada's Olympic Network](#), is also Canada's largest private broadcaster. Featuring a wide range of quality news, sports, information, and entertainment programming, CTV is Canada's most-watched television network. CTV Inc. also owns radio stations across the country and owns or has interests in leading national specialty channels, featuring news, sports, factual, arts, entertainment, music, youth and fashion programming. Official broadcaster of the Vancouver 2010 Olympic and Paralympic Winter Games and London 2012 Games of the Olympiad, CTV Inc. is owned by [CTVglobemedia Inc.](#), Canada's premier multi-media company, which also owns Canada's national newspaper, [The Globe and Mail](#). More information about CTV may be found on the network's website at www.ctv.ca.

About Global Television:

Global Television is a Canwest Broadcasting network.

About Canwest Broadcasting

Canwest Broadcasting operates Global Television and 19 of the country's most popular specialty channels, including HGTV, Mystery TV, National Geographic Channel, Showcase, History Television, Food Network and TVtropolis. Canwest Broadcasting is a division of Canwest Media Inc.

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