



**For Immediate Release**

Contact: Jean Brown

603-653.3628

info@TheProuty.org

## **PROUTY PARTICIPANTS SEE PROGRESS IN FIGHT AGAINST CANCER**

As participants prepare for the annual Prouty cancer fundraiser July 10-11, they have new evidence of the difference they have made in finding a cure.

Hanover, N.H. (April 3, 2015) – Participants in The Prouty – an athletic charity fundraiser benefitting Dartmouth-Hitchcock Norris Cotton Cancer Center (NCCC) - fundraise for months prior to and months after the annual July event and since 1982 have raised nearly \$25 million. On average, 87 cents of every dollar raised goes directly to support patient services and cancer research at this NCI-designated Comprehensive Cancer Center.

At NCCC, philanthropic dollars provide seed money for ideas that when developed and found to be valid, can then be submitted to the federal government for more significant funding. “In a recent calculation,” explained Jean Brown, Executive Director of the Friends of NCCC, “during one recent five-year period, we found that \$1.2 million of Prouty funds invested in NCCC research yielded another \$20 million in federal grants. That’s an outstanding return on investment.”

The Prouty community sees significant return on their investment—clear progress for NCCC in two critical arenas, each of which bring us closer to finding cures for many types of cancer:

### **The Designation...**

In March, Dartmouth-Hitchcock Norris Cotton Cancer Center (NCCC) received word from the National Cancer Institute that it had once again won the top federal designation as a “Comprehensive Cancer Center.” NCCC is one of just 41 NCI-designated Comprehensive Cancer Centers in the U.S.—and is the only such center in northern New England. NCCC has held its Comprehensive Cancer Center designation since 1980.

"It is an honor and a privilege to care for our neighbors across northern New England at Norris Cotton Cancer Center," said NCCC Director Mark A. Israel, MD. "Prouty participants and donors are part of the team that helped us earn our Comprehensive Cancer Center designation. We are proud to have the National Cancer Institute recognize the exceptional work we do. They noted the 'extremely high return on investment' of the Center's pilot research projects and use of [developmental] funds to start pilot research projects."

### **The Breakthrough...**

Research is a key component of a Comprehensive Cancer Center. One area causing excitement is personalized medicine for the treatment of pancreatic cancer. Mouse avatars are identical mice growing an identical sample of a patient's tumor. Investigators test different drugs concurrently on these mice to see which drug would successfully kill that patient's tumor. With current technology, the timeframe for growing the avatars has often been too long to be of use in pancreatic patients, whose tumors tend to progress rapidly. Investigators at NCCC have recently developed a way to make mouse avatars from a few cells taken from the tumor of pancreatic cancer patients in a timeframe that would make it possible for the avatars to be useful for testing therapies in patients from whom the tumor specimen was taken. These proof of concept studies get us one step closer to our goal of connecting patients with effective treatments as quickly as possible.

### **And then there's The Match...**

This month, Prouty participants have a new way to multiply the money they raise for cancer research and patient services, thanks to a local foundation. During the month of April, only, the Jack & Dorothy Byrne Foundation of Hanover is providing a dollar-for-dollar match for every single donation of more than \$100.

"We are grateful to the Byrne Foundation for their longstanding support and for helping encourage additional philanthropy," said Marc Milowsky, 2015 Prouty Honorary Chair and himself a longtime supporter through his business, Blue Sky Restaurant Group. "For those of us out there putting in the miles on our bikes and reaching out to our friends to support the cause, it really helps to have an incentive like this generous matching program. We just have to be sure to have the donations made by 11:59pm, Thursday, April 30."

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*In its 34<sup>th</sup> year, The Prouty is a two-day collection of athletic events—walking, rowing, golfing and cycling—with the common purpose of supporting Dartmouth-Hitchcock Norris Cotton Cancer Center. Organized by the Friends of Dartmouth-Hitchcock Norris Cotton Cancer Center, The Prouty has raised nearly \$25 million since its founding in 1982, when four nurses rode their bikes 100 miles to honor an inspiring cancer patient, Audrey Prouty. The Prouty weekend now draws more than 5,000 participants and 1,300 volunteers each year, with additional participants climbing mountains or creating their own "Virtual Prouty" on a bike, on a tennis court, or in an arm chair. Organized by the Friends of Norris Cotton, the events contribute nearly 87 cents of every dollar raised to support research or patient support services at the Cancer Center. Learn more about The Prouty at [www.theprouty.org](http://www.theprouty.org).*

