

Moores UCSD Cancer Center Luau and Longboard Invitational Hosts Survivor Beach July 11

Attendees will attempt to break record for longest line of surfboards, showing support for cancer survivors and research for a cure

June 24, 2010

Kim Wenrick

Surfers, cancer survivors and other participants will gather on Sunday, July 11, on the picturesque surf line in La Jolla with an important purpose—to show their support for the ongoing battle against cancer at the fourth annual Survivor Beach. Established in 2007, Survivor Beach brings members of the community together to create a symbol of support for cancer research and for cancer survivors and others who have been affected by the disease.

Beginning at Scripps Pier and continuing down La Jolla Shores beach, participants will place their boards in the sand, nose-to-tail, with the goal of forming the world's longest line of surfboards. The event will take place from 8-11 a.m. and is hosted by the Moores UCSD Cancer Center as a precursor to its 17th annual Luau and Longboard Invitational cancer research fundraiser, to be held on August 22.

"Like links in a chain, the Survivor Beach surfboard line symbolizes how cancer, and the quest for a cure, connects us all," said Dennis Carson, MD, director of the Moores UCSD Cancer Center. "At the Moores UCSD Cancer Center, we are making scientific breakthroughs each day to bring us closer to a cure for our patients. We are so proud of the strides we've made in this quest and of this community's support for our work."

The American Cancer Society recently reported that advancements in early detection and new treatments have reduced the annual number of deaths from cancer 1.6 percent per year from 2001 to 2006. Cancer remains the second leading cause of death in the United States, and it is estimated that one in three people will have cancer at some point in their lives.

Last year, nearly 250 people joined the event to create a surfboard line of more than 1,133 feet or almost four football fields. This year organizers of Survivor Beach hope to top that length. "Every year we are amazed and gratified by the numbers of supporters who come out with their longboards and want to participate in an inspirational event," said Robin Rond, 2010 co-chair of Survivor Beach. "We reach more people every year with our survivors' stories and messages of hope. We encourage anyone who can to come spend the morning with us."

Sponsored by biotechnology firm Genentech, Survivor Beach is free and open to the public. In addition to the spectacular longboard display, local musician Josh Bonas will be providing live music and Heali'i's Polynesian Revue will be performing authentic dances. Survivor Beach participants will receive commemorative souvenirs and be registered to win a pair of tickets to the 17th annual Moores UCSD Cancer Center Luau and Longboard Invitational. In addition, the person who brings the most surfboards will receive a special prize.

The Luau and Longboard Invitational will be held on August 22 and will celebrate 17 years of surfing for a cure. Since its founding, the one-of-a-kind event has raised more than \$4.7 million to fund groundbreaking cancer

research at the Moores UCSD Cancer Center, the region's only comprehensive cancer center designated by the National Cancer Institute. For more information about sponsorship opportunities, team entries and tickets for the Luau and Longboard Invitational, contact the Moores UCSD Cancer Center at (858) 822-1328 or visit www.longboardluau.org.

Survivor Beach registration starts at 8 a.m. on July 11 on the beach by Scripps Pier. For more information and directions, please visit www.longboardluau.org/survivorbeach.html.

Giving to Moores UCSD Cancer Center

The Moores UCSD Cancer Center is dedicated to translating promising scientific discoveries into new and better options for the care of patients with cancer. Founded in 1979, it is the only center in San Diego and Imperial counties to hold a National Cancer Center Institute designation as a Comprehensive Cancer Center, and is one of just 40 such centers in the United States. As such, it ranks among the top centers in the nation conducting basic and clinical cancer research, providing advanced patient care, and serving the community through outreach and education programs. The Moores UCSD Cancer Center must increasingly rely on financial support from private sources to pursue groundbreaking research and innovative programs. Your generous support helps its physicians and scientists find ways to defeat cancer and continue to provide the most compassionate care possible to patients and families. For more information, please call 619-543-6693 or visit www.health.ucsd.edu/cancer.

About Genentech

Founded more than 30 years ago, Genentech is a leading biotechnology company that discovers, develops, manufactures and commercializes medicines to treat patients with serious or life-threatening medical conditions. The company, a wholly-owned member of the Roche Group, has headquarters in South San Francisco, and a manufacturing and clinical operations facility in Oceanside, California. For additional information about the company, please visit www.gene.com.

Media Contact: Kim Wenrick, 858-534-4132, kwenrick@ucsd.edu Jade Griffin, 858-822-5309, jadegriffin@ucsd.edu

