



SuperSibs!

A DELEGATE OF THE
LIVESTRONG®
GLOBAL CANCER SUMMIT

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***SuperSibs!* Selected to Participate in Premiere
LIVESTRONG® Global Cancer Summit in Dublin, Ireland**

First-ever event to bring together world leaders, advocates and corporations from more than 60 countries to address the global cancer burden

Rolling Meadows, IL – August 18, 2009 – Today *SuperSibs!* announced that its founder and executive director, Melanie Goldish, will represent the organization at the premiere LIVESTRONG Global Cancer Summit in Dublin, Ireland, August 24 - 26. The Summit is the landmark event of the LIVESTRONG Global Cancer Campaign, an effort of the Lance Armstrong Foundation (LAF). Goldish will represent the organization's commitment to fight cancer across the United States and Canada and engage with world media, political leaders, representatives of non-governmental organizations and corporate leadership.

“It's an honor to be selected by LAF to represent *SuperSibs!* and the over 12,000 new families facing pediatric cancer each year. I will be delivering the message that siblings of children with cancer – the shadow survivors -- can no longer be forgotten collateral damage in the war against cancer. While we fight for a cure, we must also change the culture of oncology care to ensure that siblings receive targeted, ongoing psychosocial care to survive the emotional impact of this disease,” said Goldish. “At the Summit, I am pleased to share *SuperSibs!* online resources with these prestigious global cancer leaders to promote and ensure total family healing worldwide.”

“Cancer is a major public health problem that affects every country in every region of the world regardless of economic and social situation,” said Lance Armstrong, LAF founder and chairman, cancer survivor and champion cyclist. “Through collective action, we will make a renewed commitment to reducing the burden of cancer around the world and break down the stigma and silence too often associated with the disease.”

In September 2008, Armstrong announced the Foundation's commitment to making cancer a global priority at the Clinton Global Initiative Annual Meeting in New York. The LAF made this commitment after its worldwide research, conducted over 18 months, revealed widespread misconceptions, stigma and lack of awareness associated with cancer.

In response, the LAF established the LIVESTRONG Global Cancer Campaign to urgently address the

burden of cancer worldwide and support the 28 million people living with cancer around the globe. Cancer kills more people every year than AIDS, tuberculosis and malaria combined. It is estimated that cancer will be the leading cause of death worldwide by 2010. And each year in the U.S. alone, over 12,000 children are diagnosed with cancer.

With such staggering statistics, the LAF recognized that a global challenge like cancer required a global movement. It began by urging world leaders, leading cancer organizations and cancer survivors to join together by making commitments to take action in their communities to reduce the burden of cancer.

SuperSibs! is proud to join the LIVESTRONG movement with its Sibling Survivorship Commitment. “The impact of cancer on brothers and sisters can be devastating and life-lasting, and prior to *SuperSibs!* no ongoing services were available to help siblings manage and cope. Our organization now provides free, ongoing, direct services to over 18,000 vulnerable siblings of children with cancer and their families, provides education and tools to over 400 hospital and organizational professionals, and through our extensive website, reaches and supports thousands more children, families and professionals worldwide,” said Goldish. “It’s been a gut-wrenching process. This isn’t about jealousy and presents. It’s about the deep emotional, social and societal impact of childhood grief, fear, anger and traumatic stress. *SuperSibs!* evidence-based program support prevents and mitigates the debilitating impact of cancer, promoting sibling resilience, healing and growth. These vulnerable siblings need a voice. *SuperSibs!* global commitment is to ensure that when a child is diagnosed with cancer, siblings will be supported to face the future with strength, courage and hope.”

SuperSibs! is looking forward to participating in the LIVESTRONG Global Cancer Summit in Dublin, Ireland from August 24-26, 2009 and helping to make the case for acting urgently to address the global cancer burden.

Unlike other conferences and forums, the LIVESTRONG Global Cancer Summit is unique in that it will kick off a unified global movement while providing attendees the opportunity to connect with other advocates, network, gain media exposure and access tools and resources to help them mobilize in their own communities. Speakers include honorary Summit chair and former Irish President Mary Robinson, Irish Cancer Chief Professor Tom Keane, CNN chief medical correspondent Dr. Sanjay Gupta as well as representatives from the World Health Organization and other global bodies.

For information on the LIVESTRONG Global Cancer Campaign and Summit, see www.LIVESTRONG.org.

About the Lance Armstrong Foundation

At the Lance Armstrong Foundation, we fight for the 28 million people around the world living with cancer today. There can be – and should be – life after cancer for more people. That's why we kick in at the moment of diagnosis, giving people the resources and support they need to fight cancer head-on. We find innovative ways to raise awareness, fund research and end the stigma about cancer that many survivors face. We connect people and communities to drive social change, and we call for state, national and world leaders to help fight this disease. Anyone anywhere can join our fight against cancer. Join us at www.LIVESTRONG.org.

About *SuperSibs!*

SuperSibs! is a national nonprofit organization that is changing the culture of pediatric oncology services

to ensure that sibling support is integrated into all aspects of care to ensure total family healing. Over 18,000 new siblings are affected each year, as his or her brother or sister is diagnosed with cancer. Recent research showed that 53% of siblings reported symptoms of Post Traumatic Stress, and 27% qualified for the diagnosis of Post Traumatic Stress Disorder. *SuperSibs!* addresses this glaring need, providing free direct comfort and care services to these vulnerable siblings of children with cancer across the U.S. and Canada and thousands more worldwide via www.supersibs.org to help them “redefine the cancer experience”, to face the future with strength, courage and hope. For more about *SuperSibs!*, or to refer a family or make a donation, visit www.supersibs.org or call toll free, 866-444-SIBS (7427).

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