

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS TO CITY OF HOPE BIENNIAL CONVENTION
JULY 11, 1995**

Good evening to all of you in Los Angeles. And welcome to City of Hope's Biennial Convention celebrating a remarkable 82 years of hope and healing. I am sorry that other commitments kept me from joining you in person.

City of Hope is a celebration of some of the best that America has to offer. From that day in 1913, when a small group of volunteers pitched two tents in the California desert, to this day in 1995, when those tents have been transformed into an internationally respected center for researching and treating tragic and difficult diseases, City of Hope has been a leader in medical innovation and progress. It provides top-quality treatment to those who need it most -- treatment that recognizes the significance of the human spirit to healing the human body.

City of Hope's research programs target not only known diseases but also the illnesses which will threaten us in the years to come. In this way, you are truly discovering tomorrow's cures today.

At the heart of all this wonderful activity is a remarkable volunteer effort. Just as those two tents must have been an oasis in the desert sun for others to see, City of Hope's volunteers stand today as a monument to ideals that are at the root of America's greatness. You understand that the secret to a meaningful life hinges on developing your individual skills and talents to their fullest, and then using them to help solve common problems -- like cancer, AIDS and diabetes. You understand that we all go up or down together. That how well we care for the stricken in our society is one measure of our humanity. And, most importantly, you understand what it means to hope -- for our children, for our community, for our country.

As you return to your home cities and towns across this ^{country} ~~great land~~, know that you return to serve with "The Spirit of Life."

Good health is the foundation of any society that achieves great things. City of Hope confirms what I have always known about this country -- that

we have good reason to hope for our future. Congratulations to all of you and best wishes to Richard Ziman [ZI-men] your admirable chairman for the past six years, and your new leader Gil Schwartzberg. Thank you for your service.

DEMOCRATIC NATIONAL COMMITTEE

David Wilhelm, Chairman

Rette

*wanted
up to offer a video
for this event in
July*

MEMORANDUM FOR MAGGIE WILLIAMS, CHIEF OF STAFF TO THE FIRST LADY

FROM: Susan Lavine, Democratic National Committee
Regina Gonzales, Democratic National Committee

DATE: June 1, 1995

RE: Request by City of Hope National Medical Center

It has come to our attention that the Office of Scheduling and Advance denied the request of the City of Hope National Medical Center inviting Mrs. Clinton to be the keynote speaker at their National Biennial Convention in Beverly Hills, CA on Saturday, July 15.

We are writing to inquire whether there is a possibility of reconsidering the invitation to Mrs. Clinton. The City of Hope's Board of Directors include many prominent Clinton and Democratic supporters who may be important in the upcoming election. Some of the directors include:

1. Richard Ziman, Chairman and CEO, Arden Realty Group, Inc.
2. Peter Gold, former Chairman and CEO of Price Pfister, current Chairman of the Greater Los Angeles Jewish Fund
3. Zach Horowitz, Executive Vice President, MCA Music Entertainment Group
4. Lee Graff, Chairman and CEO, Graff Californiawear
5. Brian Issacs, Senior Managing Partner, KPMG Peat Marwick
6. Richard Seigel, President and CEO, Sysco Food Services of Los Angeles
7. Claire Rothman, Executive Vice President, Great Western Forum
8. Joseph Sanford, President and CEO, First Business Bank
9. Donald Passman, Senior Partner, Gang, Tyre, Ramer, and Brown, Inc.
10. Irvin Maloney, President and CEO, DATAproducts, Corporation
11. Jack Meyers, Executive Vice President and Chief Credit Officer, Bank of America
12. David Marmel, President, Mrs. America Pageant, Inc.
13. Iris Rothstein, Executive Vice President, California Pacific
14. Mark Levey, Chairman and CEO, Normark and Associates

*206/
232-6661*

We have also learned (confidentially, and not for public disclosure) that California Governor Pete Wilson has requested to be the keynote speaker at this convention, in place of Mrs. Clinton.

In addition, Bobbie Stearn, City of Hope Board Member, found the letter from the White House to her to be unsuitable, considering the number of Democratic supporters on the Board of Directors.

Therefore, if after your re-examination of the invitation, the decision remains that Mrs. Clinton will decline, would it be possible for her to either create a video or write a special letter for the convention? Apparently a letter from President Clinton has been placed in their program each year.

Enclosed are the letters, brochures and video forwarded to us.

Thank you for your consideration of our request.

cc: Doug Sosnik

enclosures



City of Hope

per Maggie —
offer video.

NATIONAL MEDICAL CENTER
BECKMAN RESEARCH INSTITUTE

Contact: Bobbie Stern

206-232-6161

March 14, 1995

206-232-9750 (Fax)

Mrs. Hillary Clinton
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

@ City of Hope

Joe Broady

(213) 892-7224 (tel)

(213) 892-7222 (Fax)

Dear Mrs. Clinton:

The City of Hope National Medical Center and Beckman Research Institute, a world-renowned center for innovative cancer research and treatment as well as compassionate patient care, would like to invite you, our nation's leading advocate of women's health issues, to be the keynote speaker for our National Biennial Convention in July 1995.

It might interest you to know City of Hope's Board of Directors recently approved initial grant monies for a research program as part of our Breast Cancer Initiative. These funds paved the way for a significant, four-year Breast Cancer Research Planning Grant from the National Cancer Institute, making City of Hope part of a select group of cancer centers to receive this funding.

The National Biennial Convention is a three-day gathering of approximately 1,200 of our top volunteers from around the country who represent a cross section of America's philanthropic spirit. These volunteers are also the leading fund-raisers from the 500 City of Hope chapters across the country.

The City of Hope National Board of Directors also attends the proceedings which include seminars and workshops about City of Hope's scientific and medical advancements, along with instruction about effective fund-raising techniques. The weekend also features a tour of our beautiful 102-acre campus, an opening night banquet, Roll Call (where the volunteers report their fund-raising totals) and a closing night gala.

Our upcoming Convention will be held in Beverly Hills, California, from Saturday, July 15 through Monday, July 17, at the Beverly Hilton Hotel. We would like you to address our opening night banquet on Saturday, July 15, in the Beverly Hilton's International Ballroom. We would also like for you to join us for dinner and be seated on the dias.

Mrs. Hillary Clinton

March 14, 1995

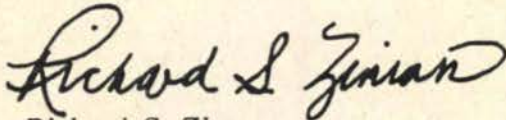
Page Two

Our theme for this convention. "Discovering Tomorrow's Cures Today," highlights the important role the ~~volunteer~~ plays toward developing and maintaining City of Hope's high quality of patient care and research.

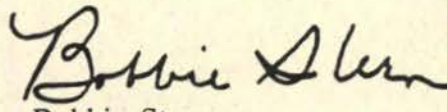
We invite you to attend a pre-banquet VIP reception with our Board of Directors, top donors and celebrities. We would also be delighted to have you stay for the entire three days (if your schedule permits), and would of course take care of all travel arrangements and accommodations associated with the event.

Thank you so much for your consideration. We will be contacting you at the end of the month. In the meantime, if you need further information, please feel free to contact Bobbie Stern at 206/232-6161, 9110 S.E. 54th. Mercer Island, Washington 98040. We look forward to working with you on this important project and are so appreciative of your support.

Sincerely,



Richard S. Ziman
Chairman of the Board



COPY
Bobbie Stern
National Board Member

cc: Dr. Sanford M. Shapero
President and CEO, City of Hope

enclosures: National Biennial Convention Fact Sheet
1993 Annual Report
"What a Wonderful World" video
Touching the Lives of Millions brochure

CITY OF HOPE'S NATIONAL BIENNIAL CONVENTION FACT SHEET

City of Hope was founded in 1913 by a small group of compassionate volunteers who raised two tents in the Southern California desert, offering a haven for those stricken with tuberculosis. Today, the City of Hope National Medical Center and Beckman Research Institute, which stands on a 102-acre campus, is an internationally recognized institution specializing in the treatment and research of cancer and other life-threatening illnesses. And importantly, City of Hope has been designated a Clinical Cancer Research Center by the National Cancer Institute.

Since its beginnings, volunteers have always played a critical role in City of Hope's mission to provide compassionate care and conduct lifesaving research. The National Biennial Convention is a three-day gathering of approximately 1,200 of City of Hope's top volunteers from around the country who represent a cross section of America.

- Date: Saturday, July 15 - Monday, July 17, 1995
Location: Beverly Hilton Hotel (Beverly Hills, California)
- Participants:
 - 1,200 leading fund-raisers from City of Hope's volunteer network of 500 auxiliaries and industry groups located across the country
 - City of Hope's National Board of Directors
- Highlights:
 - Opening night black tie gala (past entertainers headlining this opening event include Pierce Brosnan, Florence Henderson, Rue McClanahan, Carol Lawrence and Norm Crosby, City of Hope's Ambassador of Goodwill)
 - Tour of the beautiful medical and research center campus
 - "Roll Call of the Nation," spotlighting volunteers as they announce their fund-raising totals
 - Seminars/workshops about City of Hope's scientific and medical advancements and effective fund-raising techniques
 - Closing night gala

* In addition, a congratulatory message from the Office of the President has been extended at the Convention by every president since, and several presidents prior to, President Franklin Roosevelt.



City of Hope

Development Center
208 West Eighth Street
Los Angeles, CA 90014
T: (213) 626-4611
F: (213) 892-7222

FAX TRANSMITTAL

Marketing and Communications Department

Date: 7/6/95 Time Transmitted: _____
To: Ms. Sabrina Corlettes Company: Offices of the First Lady
Phone: 202/456-5708 FAX: 202/456-5709

From: Joe Brady Extension: 6224

Message:

Per our phone conversation, attached is
information on City of Hope and
suggested remarks for Mrs. Clinton
to deliver for the Welcome Video.
If you have any questions please
call me at 213/892-7224. Thank-you.

Number of Pages: 7 (Not including this cover sheet)

If you do not receive all of the indicated pages, please call as soon as possible. Thanks!

Anita Power
Telecopier Operator



July 5, 1995

Ms. Sabrina Corlette
The White House
Offices of The First Lady
193 Old Executive Office Building
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Sabrina:

Enclosed is a draft of suggested remarks for the First Lady's welcome message to the City of Hope National Biennial Convention to be held July 15 - 17 at the Beverly Hilton Hotel in Beverly Hills, California. The videotaped message will be a very special treat for the 1,200 men and women from across the nation representing the more than 500 support groups who will be present for the convention.

If it is at all possible, we would very much appreciate it being recorded in the beta cam SP format. Upon completion of the tape, please send it via Federal Express (our authorization number is 0904-5251-7) to me, Joe Broady, City of Hope, 208 West 8th Street, Los Angeles, CA, 90014. And, I'd appreciate it if you would please call me as to when it will be sent. If you have any questions, please don't hesitate to call me at 213/626-4611. Thank you for your help and consideration.

Sincerely,

Joe Broady
Associate Director of Publicity

HILLARY CLINTON WELCOME VIDEO

Good evening to all of you in Los Angeles. It is my honor to address you tonight and welcome you to City of Hope's Biennial Convention celebrating a remarkable 82 years of hope and healing.

As you know, the health care issue is close to my heart so I salute the efforts all of you have made to be sure that no one in need is denied the highest quality of care. It is the invincible spirit you have shown that gives us all hope for a brighter tomorrow.

The President and I wish to commend all of you, as well as your admirable chairman for the past six years, Richard Ziman, and your new leader ^{2"eye man} Gil Schwartzberg, for lending a compassionate hand and providing hope for millions the world over. As you return to your home cities and towns across this great land, may you continue to impact "The Spirit of Life."

CITY OF HOPE'S NATIONAL BIENNIAL CONVENTION FACT SHEET

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 - Closing night gala

In 1913, two tents were built at the base of the San Gabriel Mountains as a refuge for those stricken with tuberculosis. They were erected by a handful of working class people who believed that no one should suffer—that everyone, even those who could not afford it, deserved good medical care and the chance for a life free from pain and disease. People came to this place to heal, to fight for their dream of a healthy, full life. They came for help. They found hope.

Today, more than 80 years later, those two tents evolved into what is the City of Hope National Medical Center and Beckman Research Institute. Standing on a 102-acre campus, City of Hope is now a National Cancer Institute-Designated Clinical Cancer Research Center, and one of the most advanced medical and research facilities in the world. In fact, the medical advancements made at City of Hope touch the lives of millions of people around the world.

Our renowned staff members have created treatment programs for more than 200 forms of cancer, including leukemia, breast and prostate cancer, as



City of Hope's early medical staff quickly became known as California's miracle-workers.

well as diabetes and other life-threatening illnesses. And research efforts continue to work toward unlocking the secrets of Alzheimer's disease, HIV/AIDS and many genetic and hereditary disorders. The dreams being realized here today were built on a strong foundation whose four cornerstones support the work that continues to save and transform lives. These four cornerstones are: research, treatment, patient-centered care and our generous donors and volunteers.

The famous two tents were the beginning of a campus that has grown to over a hundred acres today, yet City of Hope's discoveries have surpassed physical boundaries to impact the entire global medical community.



Treatment

The discoveries made in our laboratories result in some of the most innovative treatment programs in the nation. City of Hope has brought some of the country's best and brightest physicians, nurses and medical specialists together to perform complex procedures not available at many other facilities. For example, the bone marrow transplantation (BMT) procedure, which City of Hope helped to perfect, offers lifesaving hope where there was none before.

Hope helped to perfect, offers lifesaving hope where there was none before.

Stephen J. Forman, MD, director of City of Hope's Bone Marrow Transplantation Program — the second largest such facility in the world — was recognized by his national peers in The Best Doctors in America. Here he congratulated a patient who successfully completed the BMT procedure.

"Because of the ongoing research at City of Hope, my daughter is alive today."

- Debra Bender

Not only has BMT saved lives, but it is now being used to treat some 30 life-threatening disorders including leukemia, lymphomas, Hodgkin's disease and other blood disorders. As part of the City of Hope Pediatric Bone Marrow Transplantation Program, children with compromised immune systems that were once difficult to manage are being treated with greater frequency and success using BMT.

Several years after successfully undergoing a BMT at City of Hope, Jesse Bender and her mother Debra celebrate the young girl's continued victory over leukemia.

Patient Centered Care

"There is no profit in curing the body if in the process we destroy the soul."

This credo, inscribed on a gate leading into our International Garden of Meditation, is a part of everything we do at City of Hope. From the very beginning of our history, the emotional, social and spiritual needs of our patients have always been as important as their physical condition. To this end, social workers from our Department of Clinical Social Work help patients adjust and manage personal situations created by their medical condition.

Veena Kapoor, MD, director of the Pediatric BMT Program, applies her skills as an international leader in childhood cancer research in treating her many young patients.



Our City of Hope Positive Image Center specialists help patients gain confidence and re-enter the world as they saw themselves before their illness.



In addition, our Positive Image Center helps patients regain their self-confidence and self-image after difficult surgical procedures. In private sessions, an image consultant discusses different approaches available to enhance appearance, including hair and breast replacement options. And, realizing the importance of the family, City of Hope was also the first to provide on-site housing for family members needing a place to stay while loved ones received treatment or recovered. By remembering to address the fears and worries of the soul, we strengthen the resolve of the mind and the body; the result is significant in the lives of patients and their families.

Children from all walks of life gain strength from each other as well as the combined efforts for the Pediatric Oncology Group. Members of the group, composed of the nation's 30 top pediatric cancer centers — together with City of Hope — meet regularly to share their latest knowledge in chemotherapy, radiation, BMT and gene therapy in treating young patients.

Generous Donors and Volunteers

The discoveries that have been made, and the millions of lives that have been touched, would not have been possible without the compassion of a few concerned people who, in 1913, decided to take a stand and make a difference. Today, this handful of people has grown into a volunteer movement of approximately 500 chapters and industry groups located across the country. These people come together from different climates, different cities and different walks of life for one purpose: to help City of Hope continue its lifesaving work. By fueling the efforts of cutting-edge research and treatment, our donors and volunteers are the backbone that help us continue to turn laboratory discoveries into effective treatments that will save lives around the world.

As City of Hope moves toward the millennium, we will make a quantum leap into the future of research and medical care. New and renovated facilities will make it possible to continue critical programs, as well as increase outpatient services to meet projected needs. This vision will be accomplished through the same credo that built City of Hope: people helping people.

Our volunteer/donor movement — like our progress in research and patient care — has become a model for other philanthropic organizations around the world. More than 30 industry councils honor the top leaders in their chosen field each year with the presentation of "The Spirit of Life" Award. The nationwide Workout for Hope event has attracted a whole new generation of volunteers and donors. City of Hope works closely with donors to develop advantageous ways to give that are beneficial to both the donor and City of Hope. And our grassroots support, through more than 400 chapters and auxiliaries, has made "City of Hope" a household phrase for thousands of families across the country. It is only through our combined efforts, including our many supporters around the world, that City of Hope can continue to touch the lives of millions for generations to come.

Each year, the number of former BMT patients and their donors, who gather together on the City of Hope campus for the annual "Celebration of Life," continues to grow. Not only do patients return to thank their donors and doctors who made another year of cancer remission possible, they also gather to celebrate the efforts of thousands of volunteers and contributors across the country, without whom none of this would be possible...



12TH STORY of Level 1 printed in FULL format.

Copyright 1995 PR Newswire Association, Inc.
PR Newswire

April 10, 1995, Monday

SECTION: State and Regional News

LENGTH: 958 words

HEADLINE: THOUSANDS NATIONWIDE 'WORKOUT FOR HOPE' TO RAISE FUNDS FOR AIDS AND RELATED CANCER RESEARCH

DATELINE: LOS ANGELES, April 10

BODY:

Thousands turned out to jump, pump, slam and jam on April 8 and 9 in the first wave of City of Hope's 7th annual Workout for Hope being held through May 7 in more than 70 cities nationwide.

Leading the events to raise funds for AIDS and related cancer research at the City of Hope National Medical Center and Beckman Research Institute were National Co-chairs Radu Teodorescu of New York City's Radu's Physical Culture Studio -- who led the world's largest step aerobics class of more than 600 -- and Seattle's Kari Anderson who delighted Houston's 600 participants. In Los Angeles, trainer to the stars Keli Roberts, Miss Fitness Madonna Grimes, Scott Cole and the Men of Steel led six separate rooms of dynamic fitness styles including sliding, gliding and dancing the salsa, mambo and swing, while Jackson of TV's "Blade Warrior" rollerbladed with a group of youngsters and outside.

"We are driven to action because we care and because we recognize the need to cure all catastrophic diseases," said Teodorescu, who trains many celebrities and designed Cindy Crawford's second fitness video.

These events are part of a national array of events being held in more than 70 cities and involving over 20,000 people. Workouts were held in gyms, casinos, hotels, convention centers, high schools and universities, all to meet the goal of raising \$1.7 million.

"Virtually every major fitness club in the country was involved in Workout for Hope in a significant way this year," said City of Hope Associate Vice President Daniel Karslake.

Many sites featured a fitness expo and in Los Angeles 40 vendors offered an alternative for those who preferred to "shop 'til they dropped." In Chicago and New York teams dressed in their favorite movie themes from "Pulp Fiction" to "The Brady Bunch" to "Rocky Horror." In San Francisco the cast of "Beach Blanket Babylon" did their stuff in this fitness industry driven event. In Boise, Idaho, the theme was classic rock & roll.

The City of Hope National Medical Center and Beckman Research Institute, a National Cancer Institute-designated Clinical Cancer Research Center, located in La Jolla, Calif., is renowned for its treatment and research to combat leukemia and other forms of cancer, diabetes and HIV/AIDS. Active research is also underway to address Alzheimer's disease and a number of genetic and hereditary

orders.

Cities that held events on April 8/9:

Los Angeles, CA
 Albuquerque, NM
 Atlanta, GA
 Berks County, PA
 Boise, ID
 Bucks/Montgomery, PA
 Cape Cod, MA
 Chicago, IL
 Cleveland, OH
 Dayton, OH
 Detroit, MI
 Durham, NC
 Flint, MI
 Houston, TX
 Huntsville, GA
 Knoxville, TN
 Lansing, MI
 Las Vegas, NV
 Long Island, NY
 Santa Fe, NM
 Seattle, WA
 South Jersey, NJ
 Spokane, WA
 Westchester and Fairfield Counties, CT
 Dallas, TX
 Birmingham, MI
 Hartford, MA
 Northern VA/Washington, D.C.

Madison, WI
 Memphis, TN
 Miami, FL
 Milwaukee, WI
 Minneapolis, MN
 Nashville, TN
 New Orleans, LA
 New York City
 Northern New Jersey
 Olympia, WA
 Orange County, CA
 Orlando, FL
 Philadelphia, PA
 Rhode Island
 Sacramento, CA
 Saginaw, MI
 San Diego, CA
 San Francisco, CA
 St. Louis, MO
 Traverse City, MI
 Charlotte, NC
 Western New York
 Amherst, MA
 Baltimore, MD
 Ft. Lauderdale, FL
 Mahoning Valley, PA

Upcoming Workout for Hope events:

April 15:

Anchorage, AK
 Cincinnati, OH
 Denver, CO
 Phoenix, AZ
 Portland, OR
 Tacoma, WA - National Co-chair Kari Anderson leads this Workout.
 Declared official Workout for Hope Day by Tacoma's
 mayor.

Western Pennsylvania/Bridgeville

April 22:

Baton Rouge, LA
 Tampa/St. Petersburg, FL

April 23:

Lake George, NY

April 29:

Honolulu, HI

May 7:
Boston, MA

available immediately via Wieck Photo DataBase to any media with telephoto receiver, PC or Macintosh, that can accept overhead transmissions. To electronically retrieve photo free of charge, call 214-392-0888. PRNewsFotos are also available via PressLink. Call 703-758-1740 for additional information. Also, photos are available of many cities by calling 213-892-7233/

CONTACT: Debbi Swanson of City of Hope, 213-892-7233

LANGUAGE: ENGLISH

LOAD-DATE: April 11, 1995

22ND STORY of Level 1 printed in FULL format.

Copyright 1995 Business Wire, Inc.
Business Wire

January 25, 1995, Wednesday

DISTRIBUTION: City Desks and Health/Medical Writers

LENGTH: 443 words

HEADLINE: City of Hope National Medical Center establishes first community based national oncology network

DATELINE: DUARTE, Calif.

BODY:

Jan. 25, 1995--The City of Hope National Medical Center and a select group of oncologists Wednesday announced the formation of the City of Hope Oncology Network, a revolutionary national managed care provider.

Offering quality cancer care under prepaid arrangements for the first time, the network is designed to meet the needs of a wide range of audiences including local community oncologists and their patients and all forms of insurance carriers. The City of Hope, holding regional contracts covering nearly a million lives, is currently building the cancer care network with physician groups and community oncologists nationwide.

"This is the first community based, national specialty network of its kind," said Andrew B. Leeka, chief operating officer for the City of Hope National Medical Center/Beckman Research Institute and president of the Management Services Organization for the City of Hope Oncology Network.

"It is the mission of the City of Hope to expand state-of-the-art options to the local level. People need the same or improved level of service at lesser rates than currently exist and the network facilitates this."

The City of Hope Oncology Network is designed to include preeminent oncologists, well recognized in respective cancer specialties. With the City of Hope National Medical Center as its central component, the network will offer patients the most comprehensive package of oncology services locally on a fixed rate basis. At the local oncologists direction, the patient will have access to the City of Hope's cancer specialists and advanced surgical capabilities. These options will be provided on the local level or, when appropriate, at the City of Hope National Medical Center.

Patients being treated by an oncologist who is a member of the City of Hope Oncology Network will also have access to clinical trials, second opinions when appropriate, in-depth patient education and prevention programs, state-of-the-art treatment options and City of Hope surgical oncology provided at the local level.

The City of Hope National Medical Center and Beckman Research Institute, located in Duarte, 25 miles northeast of downtown Los Angeles, is renowned for its treatment and research to combat leukemia and other forms of cancer, diabetes and HIV/AIDS.

Business Wire, January 25, 1995

TO EDITORS: B-roll video available upon request from Patrick Pharris at
Pharris Productions, 714/263-3737.

CONTACT: City of Hope
Laurel DiBrog, 818/359-8111
or
Esprit Communications
Virginia McDonald, 714/721-2121

LANGUAGE: ENGLISH

LOAD-DATE: January 26, 1995

81ST STORY of Level 1 printed in FULL format.

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PR Newswire

May 5, 1994, Thursday

SECTION: State and Regional News

DISTRIBUTION: TO CITY EDITOR

LENGTH: 596 words

HEADLINE: DOWNTOWNERS FOR HOPE PRESENT THE FIRST 'HEALTHY, WEALTHY AND WISE' CONFERENCE FOR WOMEN MAY 14 AT HISTORIC PATRIOTIC HALL

DATELINE: LOS ANGELES, May 5

BODY:

Downtowners for Hope, a Los Angeles-based fundraising group for the City of Hope National Medical Center and its Beckman Research Institute, announced it will present "Healthy, Wealthy & Wise," a full day of seminars directed to the needs and interests of women, on Saturday, May 14, at the historic Patriotic Hall, 1816 S. Figueroa St., Los Angeles.

"This event is the first of what we hope will be an exciting annual event for women of all professions who wish to improve their lives and careers," said Conference Chair Carol A. Davis, a Los Angeles attorney and president of Downtowners for Hope.

Tickets, including lunch, are \$50 in advance, \$65 at the door. Attendees should call City of Hope at 213-626-4611, ext. 6258, to make reservations. Registration begins at 9:30 a.m. with the program scheduled from 10 a.m. to 3:30 p.m. A networking reception will follow the day-long seminars. Proceeds will benefit breast cancer prevention and treatment programs at the City of Hope.

From the 11 speakers on the program, attendees may choose to hear two speakers in the morning session and two speakers in the afternoon. Luncheon speaker Lynne Rivera, nursing research specialist, Department of Nursing Research and Education at City of Hope, will talk about the latest methods of prevention and treatment of breast cancer and the newest strategies for pain management.

Topics and speakers include:

"How To Use Your Ups and Downs To Create Peak Performance"

Melissa Bergstrom, RN, Master NLP practitioner with the Just Imagine company

"Financial Stress Reduction"

Chellie Campbell, president, Cameren Diversified Management Inc.

"Personal Safety Tactics"

Mario A. Casas, police officer and state-certified chemical agent instructor with Professional Protection Services

"Relationship Selling: How To Open An Emotional Bank Account With Your Customers"

PR Newswire, May 5, 1994

Bonnie Dean, The Motion Coach

"Time And Life Management Tips"
Bonnie Dean, The Motion Coach

"Full Esteem Ahead"

Louise-Diana, yoga therapist and clinical hypnotherapist with her own firm, Inner Fitness

"The Art of Bartering/Getting a Good Deal"
Victoria Martine, owner, The Gift Registry

"Change Your Mind/Change Your Body"
Sheila O'Neill, RNC, MA, The Wellness Commitment

"Investing to Succeed"
Linda Smith, MBA, investment executive, Kidder, Peabody & Co. Inc.

"Stress Management: Simple Tools That Positively Work Wonders"
Shelly Lessin Stockwell, TV personality, author, hypnotherapist

"How To Market A Small Business in the '90s"
Nancy Sardella, president/founder, Women's Referral Service and Women's Yellow Pages

"Starting/Organizing A Home-Based Business"
Cindy Zuvich, president/founder, Homebased Business Development Network

The City of Hope National Medical Center and its Beckman Research Institute, located 25 miles northeast of downtown Los Angeles, is known for its treatment and research to combat leukemia and other forms of cancer, diabetes and Tourette Syndrome. While more than 90 percent of all City of Hope patients are treated for some type of malignant disease, active research is also underway to address Alzheimer's disease, AIDS and a number of genetic and hereditary disorders.

CONTACT: Jeanine Dalis of City of Hope, 213-626-4611

LANGUAGE: ENGLISH

LOAD-DATE: May 6, 1994

92ND STORY of Level 1 printed in FULL format.

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January 31, 1994, Monday

SECTION: State and Regional News

DISTRIBUTION: TO CITY EDITOR

LENGTH: 568 words

HEADLINE: FITNESS LEADER GREG SALEM LEADS THE SIXTH ANNUAL WORKOUT FOR HOPE
APRIL 9 NATIONWIDE Film/TV Actress/Former Pro Athlete Cathy Lee Crosby Joins as
Celebrity Spokesperson

DATELINE: LOS ANGELES, Jan. 31

BODY:

International aerobic presenter and fitness expert Greg Salem steps up to the role of 1994 national chairman of the "Sixth Annual Workout for Hope -- Against AIDS" event being held nationwide April 9(+). Last year's national chair, Kari Anderson, returns as vice-chair.

The three-hour marathon has again expanded -- to more than 120 cities, up from 95 in 1993. The event began in 1989 as a one-day fund-raising event for AIDS research at City of Hope National Medical Center in Duarte, Calif.

Nearly 30,000 fitness buffs will be working out -- in step aerobics, dance, circuit training, low, high and non-impact aerobics -- simultaneously in gyms (City of Hope Hotline at 800-266-7920.)

Salem, who was the 1993 national vice chair, owns Next Step Fitness in Lehigh Valley, Pa. As a 15-year health and fitness veteran, he has starred in seven instructor training videos and has designed more than 60 programs for worksite fitness promotions.

"Workout for Hope is the only nationwide fitness industry-supported event to raise funds for AIDS research," Salem said. "I have a deep commitment to supporting City of Hope's efforts," he added. "It's essential we invest in AIDS research now to save lives in the future."

Proceeds, which totaled \$1.3 million in 1993, benefit AIDS and HIV research being conducted at City of Hope. The medical center held its first AIDS seminar in 1982. Since then City of Hope has studied drugs such as AZT as an anti-HIV therapy and has developed an "antisense" message in the laboratory that stops the virus' interaction with a host cell and renders the virus harmless in cells already infected. A synthetic ribozyme, or protein, called "molecular scissors" has also demonstrated, in a City of Hope laboratory, the ability to clip out the genetic message of HIV and thus prevent its replication and infection of other cells. As part of City of Hope's Center for Gene Therapy established in 1993, clinical trials using gene therapy to treat AIDS will begin as early as 1994.

Vice Chair Anderson has participated in Workout for Hope since its inception and served as national chairperson in 1993. She owns Pro-Robics Conditioning Centers in Seattle, selected among the top 25 gyms in the country by SELF Magazine and was named the "Valedictorian of Exercise Videos" by SHAPE Magazine in

Joining these fitness pros in supporting Workout for Hope is film/television actress and former professional athlete Cathy Lee Crosby, named the 1994 Workout for Hope Celebrity Spokesperson. Before embarking on her successful acting career, Crosby was one of the top tennis players in the world, ranked as high as seventh in singles, playing at Wimbledon, the French Open and U.S. Open. Continuing her fitness devotion, her second and third fitness videos are in production, her first having been designated double platinum.

The City of Hope National Medical Center and its Beckman Research Institute, located in Duarte, 25 miles northeast of downtown Los Angeles, is renowned for its treatment and research to combat leukemia and other forms of cancer, diabetes and Tourette Syndrome. While more than 90 percent of all City of Hope patients are treated for some type of malignant disease, active research is also underway to address Alzheimer's disease, AIDS and a number of genetic and hereditary disorders.

(+) Events will be held on different dates in some cities.

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LANGUAGE: ENGLISH

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