

September 3, 1998

MEMORANDUM

TO: JENNIFER KLEIN
FROM: JUDY BUTLER 
RE: MARCH TO CONQUER CANCER

As we discussed yesterday, I've attached some background information on the March to Conquer Cancer, taking place September 25th and 26th. Hundreds of thousands of people will be coming to Washington in the largest single rally ever to focus national attention on the magnitude of the cancer problem in our country.

We would like to suggest that the First Lady call attention to the March when she discusses the cancer issue with Katie Couric on September 10th. The message is simple and direct:

- People who have watched loved ones and family members suffer have special insight about the urgent need to find a cure.
- We are hopeful as we see the dramatic scientific breakthroughs in cancer research.
- But, we need to rededicate America to conquering cancer.
- Any American whose life has been touched by cancer can make a difference by participating in the March to Conquer Cancer in Washington on September 26th.

THE MARCH SATURDAY, SEPTEMBER 26, 1998 WASHINGTON, D C *Coming Together To Conquer Cancer™*

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fact sheet

"I'm gonna be there, and I challenge every other cancer survivor, every other American, to be there with us." -General H. Norman Schwarzkopf (U.S Army, Retired), Cancer survivor and honorary chair of THE MARCH

WHAT?

THE MARCH is a national public awareness and grassroots organizing campaign the likes of which this country has never seen.

THE MARCH is Saturday, September 26. Thousands of people, and the numbers are growing daily, already have pledged to be either in Washington, DC, for a **march and rally** on The Mall or at simultaneous events in cities across the country.

THE MISSION is Simple. All of those touched by cancer, survivors, their families and friends, health workers, researchers, everyday people who care, intend to make cancer *the number 1 national healthcare priority*. * More federal funding for *all* cancer research. * Increased access to quality cancer care for *all* Americans. * A renewed commitment from *all* of our elected officials to conquer cancer.

WHY?

"With everybody working together, we can make a big difference for this generation and generations to come." - **Andrea Jaeger**, founder of Kids Stuff Foundation for children



- Because 1 in 2 men and 1 in 3 women will develop cancer in their lifetime
- Because some *1.5 million* people will be diagnosed with cancer *this year*
- Because more than *1500 Americans* die from cancer *every single day*
- Because cancer costs our society more than *\$104 billion a year*, including \$35 billion in direct medical costs, \$12 billion in lost productivity, and \$57 billion spent in the last few months of life
- Because too many people with cancer - the elderly, young, poor and under- and uninsured - also fight against an inadequately funded health care system

HOW?

Task forces in communities across the country are recruiting individuals, peer-support groups, anyone willing to raise public awareness and create a national urgency to make cancer our top health care priority.

A Placard Campaign will provide individuals the opportunity to publicly recognize cancer survivors and those who have died. **THE MARCH** on Washington and in our communities will turn up the heat on Congress for increased federal funding for cancer research, turn up the lights on the disease, its prevention and treatment, and turn up the volume on research until this enemy is defeated.

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q & a sheet

Answers to Questions We've Been Asked About
THE MARCH

What is THE MARCH?

THE MARCH is the beginning of the end. The end of political indifference toward people with cancer, and the beginning of a consolidated movement to cure cancer – all cancers. THE MARCH is a campaign to stop a public enemy that randomly attacks millions of Americans and will kill more than 560,000 – the population of Nashville, or New Orleans, or Seattle – this year alone. This campaign culminates the weekend of September 25 & 26 when the public demands that cancer be made a top research and healthcare priority for the U.S.



Why a March and why now?

When Americans have had enough – enough segregation and intolerance, enough oppression and injustice – they come to Washington, D.C. They come to testify, to bear witness, to stand vigil, to tell their lawmakers "NO MORE." THE MARCH is about no more suffering, no more excuses, NO MORE CANCER. The 1.5 million Americans who will be diagnosed this year, the 8 million more cancer survivors and their families, friends and supporters, say the time is now. Recent medical breakthroughs indicate how close we are to finding a cure. But for the 1,500 Americans cancer kills every single day, close is not good enough.

Whose idea was THE MARCH, and who is putting it on?

In April 1997 a small group of cancer survivors discussed on "Larry King Live" the need to galvanize public and political support in the war against cancer, and a "march" was suggested. The idea rapidly caught on, and today more than 1,000 national, state and local



medical, advocacy, business and civic organizations, and tens of thousands of individuals, support THE MARCH. THE MARCH Fund for Cancer Education coordinates national organizing efforts and events in Washington, D.C., but the majority of organizers are patients and survivors and their wide network of supporters in communities across the U.S.

What is going to happen the weekend of September 25 & 26?

People everywhere – hundreds of thousands of people – will answer this call to action. They will gather in Washington, D.C., and in their own communities at candlelight vigils, rallies and other activities. On Friday, September 25, a national candlelight vigil at the Lincoln Memorial will honor the memory of those lost to cancer and will celebrate the lives of survivors. Education and cancer-awareness activities will get underway the next morning, September 26, followed by a noon rally on The Mall near the U.S. Capitol. The weekend in Washington, D.C., concludes with a benefit concert at Constitution Hall celebrating our call to action to conquer cancer.

What happens beyond September 26?

THE MARCH is inviting a constituency of empowered individuals and groups from the public and private sectors to form a new alliance. This alliance, strengthened by its ties to communities and existing organizations, will act as a unified educational and advocacy voice in the fight against cancer. The bottom line: Promises made regarding cancer will be kept. A united community will accept no less.

Does supporting THE MARCH mean I endorse the agenda of a specific organization that's also supporting it?

No. It means you are aware of the need for increased funds for cancer research and will take positive, personal steps to improve the quality of life for cancer patients and survivors in your community and throughout the country.

How many people do you expect to attend THE MARCH?

Thousands, but numbers are not the issue. Cancer survivors, families, friends, caregivers, healthcare workers, researchers, educators, labor, civil rights and women's organizations, youth and senior citizen groups— will gather either in Washington, D.C., or in communities across the country. They are demanding a commitment from civic, business and political leaders to end this nation's war on cancer.

Is THE MARCH an effort to build support for a partisan political agenda?

No. THE MARCH is a public demand for Congress—for all elected officials—to be responsible for the health and well-being of the American people they represent. MARCH supporters are NOT standing as Democrats or Republicans or Independents, but as survivors, parents and grandparents, aunts and uncles, sisters and brothers, students and educators, nurturers and providers.

How do I get involved in THE MARCH?

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Coming Together To Conquer Cancer

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Washington, D.C. Friday, September 25, 1998

The weekend's events begin Friday evening with a **Candlelight Vigil** near the Reflecting Pool of the Lincoln Memorial, as thousands gather to honor the memory of those lost to cancer and celebrate the lives of survivors. Civic leaders, celebrity supporters and citizens from throughout the nation will participate in the vigil by holding a candle in remembrance of the more than 560,000 lives lost to cancer each year. A brief interfaith service will conclude the program.

Washington, D.C. Saturday, September 26, 1998

Thousands of people will begin to gather on The National Mall near the U.S. Capitol. **MARCH** participants will have an opportunity to visit various areas of The Mall reserved for education and cancer awareness activities. Abundant entertainment will also be provided.

The event site will also include memorials representing each state. Participants will have the opportunity to leave a message, memento, photograph or personal tribute to a survivor or loved one lost to the disease.

At noon, when the crowd has converged, the **Rally** will begin. Standing front and center, General H. Norman Schwarzkopf, a cancer survivor and Honorary Chair of **THE MARCH**, will gather with other survivors, supporters, government officials and celebrities to focus national attention **on the cause, care and cure of cancer**. Performers will join speakers in a star-studded tribute, celebrating this historic gathering and the beginning of a national movement to win the war on cancer.

Sign me up for **THE MARCH**.

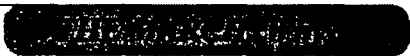
Events Outside of Washington D.C. September 25 and 26, 1998

Plans are in motion for rallies, candlelight vigils, town hall meetings and many other

activities in cities nationwide. Hundreds of events across the country will emphasize the breadth and depth of this movement, allowing all people who care about conquering cancer to unite.

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When Americans have had enough—segregation and intolerance, enough oppression and injustice—they come to Washington, D.C. They come to testify, to bear witness, to stand vigil, to insist that their lawmakers change the status quo. **THE MARCH** is a demand that cancer be conquered—now.

THE MARCH is the beginning of the end of cancer. It is the end of political indifference toward all people with cancer, and the beginning of a consolidated movement to prevent and cure all cancer. **THE MARCH** is a national advocacy movement to conquer cancer, an enemy that will kill more than 560,000 Americans and will strike over 10 million this year alone. This campaign will culminate on the weekend of September 25 & 26, 1998, when the public demands that prevention, treatment and cure of cancer be made the top research and healthcare priorities.

"President Nixon declared war on cancer in 1971. Twenty-seven years is a long time to fight a war - too long. I challenge you to be a hero in the war on cancer."

~ Gen. H. Norman Schwarzkopf (U.S. Army, Ret.), cancer survivor and honorary chair, **THE MARCH**

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Statement](#)**Fact Sheet****CANCER: THE HUMAN COST**

- ▶ More than 560,000 Americans are expected to die of cancer in 1998--about as many lives as were lost by Americans in all the wars of this century.
- ▶ One out of every four deaths in the U.S. this year will be from cancer.
- ▶ Smoking accounts for at least 29% of all cancer deaths.
- ▶ Cancer is the leading cause of non-accidental deaths for children under 15.

NEW CANCER CASES

- ▶ One out of every two American men and one out of every three American women are at risk of developing cancer in their lifetimes.
- ▶ African Americans are about 30% more likely to die of cancer than whites.
- ▶ Smoking is responsible for 87% of lung cancers.
- ▶ An estimated 8,700 children will be diagnosed with cancer this year.

**CANCER: THE THE FINANCIAL
IMPACT**

- ▶ Cancer costs our society more than \$107 billion a year-including \$37 billion in direct medical costs, \$11 billion in lost productivity and \$59 billion spent for the care of terminally ill patients.

FUNDING FOR CANCER RESEARCH

- ▶ From 1987 to 1997 the U.S. spent \$2 trillion on defense and \$73 billion on the space program. During that time only \$12 billion was spent on cancer research.
- ▶ For every \$10 the U.S. Government collects in taxes, it spends only one penny on cancer research.

**THE HISTORY OF THE NATIONAL
CANCER PROGRAM**

- With the establishment of the National Cancer Act in 1971, President Richard Nixon declared "a war on cancer," promising to cure the disease by the end of the decade. Each of the five subsequent presidents has reaffirmed this commitment, but **the number of new cases and deaths has steadily grown.**

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▶ Amber's Alliance, MD

▶ American Association for Cancer Research (AACR), PA

▶ American Cancer Society, GA

▶ American Institute for Cancer Research, DC

▶ American Muslim Council, DC

▶ American Society of Clinical Oncology (ASCO), VA

▶ American Society of Pediatric Hematology & Oncology, DC

▶ Association for the Cure of Cancer of the Prostate (CaP Cure), CA

▶ Association of Oncology Social Work (AOSW), OR

▶ Biotechnology Industry Organization, DC

▶ Breast Health Institute, PA

▶ Cancer Agencies Network of Greater St. Louis, MO

▶ Cancer Care, Inc., NY

▶ Cancer Counseling, Inc., TX

▶ Cancer Research Foundation of America, VA

▶ Cancer Therapy and Research Center, TX

▶ CancerEd, NY

▶ Candlelighters Childhood Cancer Foundation, MD

▶ Cardinal Bernardin Cancer Center, IL

▶ Center for American Indian Research and Education, Inc., CA

- Center for the Advancement of Health, DC
- Children's Brain Tumor Foundation, NY
- Children's Health Environmental Coalition (CHEC), CA
- Coalition of Labor Union Women, DC
- Colliers ABR, Inc., NY
- Cure For Lymphoma Foundation, NY
- Dana-Farber Cancer Institute
- Duke Comprehensive Cancer Center, NC
- Florida Coalition for Cancer Survivorship, FL
- Fox Chase Cancer Center, PA
- Friends of Cancer Research, DC
- General Theological Seminary, NY
- Gilda's Club, NY
- Intercultural Cancer Council (ICC), TX
- International Union of Electronic, Electrical, Salaried, Machine and Furniture Workers, DC
- Ireland Cancer Center, OH
- Johns Hopkins Oncology Center, MD
- Leukemia Society of America, NY
- Little Red Door Cancer Agency, IN
- Little Souls, Inc., PA
- Lombardi Cancer Center, DC
- Lymphoma Research Foundation of America, CA
- Myeloma Fighters of Washington, WA
- National Alliance of Breast Cancer Organizations (NABCO), NY
- National Brain Tumor Foundation, CA
- National Childhood Cancer Foundation, CA

- National Coalition for Cancer Research, DC
- National Coalition for Cancer Survivorship, MD
- National Comprehensive Cancer Network, PA
- National Council of Churches, NY
- National Education Association Health Information Network, DC
- National Institute for Electronical Information, NY, Mac
- National Kidney Cancer Association, IL
- National Patient Advocate Foundation, VA
- National Prostate Cancer Coalition (NPCC), DC
- New England Coalition for Cancer Survivorship, MA
- North American Brain Tumor Coalition, NY
- OnCare, Inc. - Regional Office, TX
- OnCare, Inc. - Cincinnati, OH
- OnCare, Inc. - Houston, CA
- OnCare, Inc. - Rochester, NY
- OnCare, Inc. - Roswell, GA
- Oncolink Editorial Office, PA
- Oncology Nursing Society (ONS), PA
- Ovarian Cancer National Alliance, DC
- People Living Through Cancer, NM
- Pharmaceutical Research Manufacturers of America (PhRMA), DC
- PRR Inc., NY
- Queens Surgi-Center and Queens Primary Care Center, NY
- Research! America, VA
- Samaritan North Cancer Care Center, OH

- Sidney Kimmel Foundation for Cancer Research, NY
- Sisters Network, TX
- Society for the Advancement of Women's Health Research, DC
- Special Love, Inc., VA
- Susan G. Komen Breast Cancer Foundation, TX
- The Cancer Institute of New Jersey, NJ
- The Wellness Community - Delaware, DE
- The Wellness Community - Foothills, CA
- The Wellness Community - National, OH
- The Wellness Community - Philadelphia, PA
- The Wellness Community - San Diego, CA
- The Wellness Community - South Bay Cities, CA
- University of Hawaii Cancer Research Center, HI
- University of Pennsylvania Cancer Center, PA
- US TOO International (US TOO), IL
- Vanderbilt University Cancer Center, TN
- Vermont Cancer Center, VT
- Virginia Connecticut Cancer Center, CT
- Vital Options, CA
- Y-ME National Breast Cancer Organization (Y-ME), IL
- We Heal New York, NY

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August 7, 1998

MEMORANDUM

TO: CHRIS JENNINGS
JENNIFER KLEIN ✓
DAVID BEIER

CC: RAHM EMANUEL

FROM: TONY PODESTA
JUDY BUTLER

RE: PROPOSAL FOR EXECUTIVE ORDER CONCERNING THE
CANCER MARCH

The organizers of THE MARCH...*Coming Together to Conquer Cancer*, would like the President to announce an Executive Order directing the National Cancer Institute to become a "reinvention laboratory." With the President's announcement, they hope to build momentum for the March weekend activities and draw public attention to the Administration's commitment to eradicating cancer.

Attached is a concept paper outlining what the organizers of the March would like to see contained in that Executive Order. They hope that the President would personally announce it sometime the week of September 21, prior to public events scheduled for September 25 and 26.

We have been in touch with the Vice President's office, which is seriously considering our request for his participation at the rally on Saturday, September 26.

Also attached is background information about the March, detailing its goals, planned activities and endorsements. Copies of the House and Senate "Dear Colleagues" that were circulated on the Hill demonstrating its bipartisan nature, are also attached.

Thank you for your consideration of this request. If you have any questions, please feel free to call Judy Butler or me in my office at 202-393-1010.

Executive Order: To utilize The National Cancer Institute (NCI) as a reinvention laboratory, to maximize the effectiveness of extraordinary opportunities in cancer research to accelerate progress in our national goal to eradicate cancer.

Rationale for reinvention: Previous investments in cancer research have resulted in an unparalleled explosion of basic knowledge of how normal cells are transformed into cancer cells. Although this golden age of biology is extremely promising, the ability to realize the full potential of these advances to treat and prevent cancer requires that the NCI be fully empowered to plan and execute an aggressive and flexible National Cancer Program. Reinvention is appropriate at this point to address barriers such as the inability to reprioritize programs and funding and the limitations imposed by government bureaucracy.

For example, to fully capitalize on current research opportunities the NCI must be fully empowered to develop novel relationships and partnerships with all sectors, especially the private sector. To realize the full potential of such partnerships the agency must be able to offer incentives to industry, and to move decisively and quickly. Reengineering will position the NCI to work more collaboratively with industry, and to reap important benefits in terms of curing and preventing cancer. In addition, the removal of barriers to contracting and building relationships will allow the NCI to reap important financial rewards that are unavailable or limited in the current environment.

The NCI must be a "laboratory" where "cutting-edge" and/or large research programs and initiatives can be undertaken. An important goal of the NCI reinvention initiative would be to position the NCI to be competitive for the top scientific talent required to undertake this often high-risk, potentially high gain research that is unlikely to be supported in other sectors. It is this type of "discovery research" that drives the development and commercialization of new products in the private sector. Overall, the reinvention concept could serve to drive and empower an "energized" National Cancer Program by removing current constraints, increasing efficiencies and improving effectiveness for cancer patients, families and the one in two men and one in three women alive today who will fall victim to cancer sometime in their lifetime



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National Organizations Supporting THE MARCH
(As of July 1998)

Alliance for Aging Research
American Association for Cancer Research (AACR)
American Cancer Society (ACS)
American Society of Clinical Oncology (ASCO)
American Society of Pediatric Hematology & Oncology
Association of Oncology Social Work (AOSW)
Association for the Cure of Cancer of the Prostate (CaP CURE)
Alliance for Lung Cancer Advocacy, Support & Education (ALCASE)
Association of Pediatric Oncology Social Workers
Cancer Care, Inc.
Cancer Research Foundation of America (CRFA)
Candlelighters Childhood Cancer Foundation
Center for the Advancement of Health
Children's Brain Tumor Foundation
Cure for Lymphoma Foundation (CFL)
Friends of Cancer Research
Gilda's Club
Intercultural Cancer Council
National Kidney Cancer Association
Sidney Kimmel Foundation for Cancer Research
Susan G. Komen Breast Cancer Foundation
Leukemia Society of America
Lymphoma Research Foundation of America (LRFA)
National Alliance of Breast Cancer Organizations (NABCO)
National Brain Tumor Foundation
National Breast Cancer Coalition (NBCC)
National Childhood Cancer Foundation (NCCF)
National Coalition for Cancer Research (NCCR)
National Coalition for Cancer Survivorship (NCCS)
National Prostate Cancer Coalition
North American Brain Tumor Coalition
Oncolink
Oncology Nursing Society (ONS)
Ovarian Cancer National Alliance
Patient Advocate Foundation
Pharmaceutical Research Manufacturers
Research! America
Sisters Network
Vital Options
The Wellness Community
US TOO International
Y-ME National Breast Cancer Organization (Y-ME)

United States Senate

WASHINGTON, DC 20510

July 29, 1998

Dear Colleague:

Hundreds of thousands of Americans whose lives have been touched and changed by cancer will gather in Washington, DC and across the country for THE MARCH...*Coming Together to Conquer Cancer*. This two-day event, to be held in Washington on September 25 and 26, will be the largest single rally ever to focus national attention on the magnitude of the cancer problem in our country. **We ask that you mark your calendar now for this important occasion**, which will bring together all segments of the cancer community with a single voice.

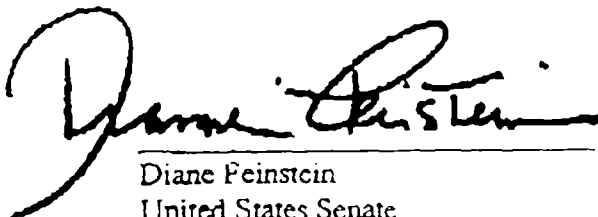
Cancer kills more than one American every minute of every day. Every 25 seconds another American is diagnosed with cancer. It randomly attacks people of all ages, faiths, races, ethnic groups and economic backgrounds. Incredibly, it is the leading cause of non-accidental death in children under the age of 15.

With enactment of the National Cancer Act in 1971, President Richard Nixon declared "a war on cancer." Twenty-seven years later, we are still fighting that war. THE MARCH will be a display of unity among cancer survivors, care givers, families, researchers, and all others whose lives have been touched by cancer. Indeed, there is virtually no American who has not been touched by this disease in some way.

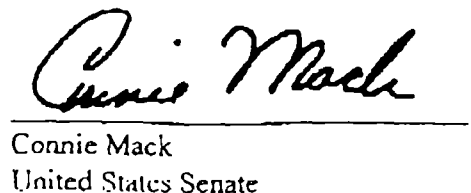
THE MARCH represents the first broad-based collaboration among diverse groups to bring attention to the need for a greater investment in cancer prevention, research, and quality health care. Two of our country's philanthropic foundations are leading this campaign to eradicate cancer by committing the necessary resources to assure its success - The Sidney Kimmel Foundation for Cancer Research and the Milken Family Foundation.

In your State, as in every State in the nation, individuals, families, and communities are demanding a commitment from civic, business and political leaders to stop this killer. On September 25 and 26 these voices will come together in a single call for action. We hope you will stand with us and millions of Americans and join in this call for victory in the war on cancer.

Sincerely,



Diane Feinstein
United States Senate



Connie Mack
United States Senate

Congress of the United States

Washington, DC 20515

CANCER MARCH IN WASHINGTON SAVE THE DATE

Dear Colleague:

Hundreds of thousands of Americans whose lives have been touched and changed by cancer will gather in Washington, D.C., and in communities across the country for **THE MARCH . . . Coming Together to Conquer Cancer**. Here in Washington, there will be a candlelight vigil on **September 25th** and a march on The Mall on **September 26th**. This will be the largest single rally ever to focus on the magnitude of the cancer problem in our country. **We ask that you mark your calendar now for this important occasion.**

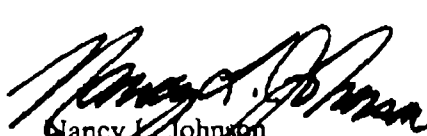
Cancer kills more than one American every minute of every day. Every 25 seconds another American is diagnosed with cancer. It randomly attacks people of all ages, faiths, races, ethnic groups, and economic backgrounds. Incredibly, it is the leading cause of non-accidental death in children under the age of 15.

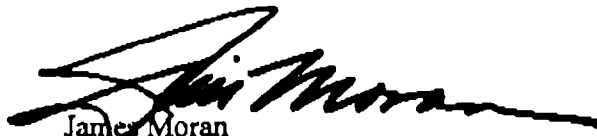
THE MARCH will be a display of unity among cancer survivors, caregivers, families, researchers, and all others whose lives have been touched by cancer. Indeed, there is virtually no American who has not been touched by the disease in some way.

THE MARCH represents the first broad-based collaboration among diverse groups to bring attention to the need for a greater investment in cancer prevention, research, and quality health care. The Sidney Kimmel Foundation for Cancer Research and the Milken Family Foundation are leading this campaign to eradicate cancer and committing the necessary resources to assure its success.

In your State, as in every State in the nation, individuals, families, and communities are demanding a commitment from civic, business, and political leaders to stop this killer. On September 25th and 26th, these voices will come together in a single call for action. We hope you will stand with us and millions of Americans and join in this call for victory in the war on cancer. For additional information you can contact April in Rep. Johnson's office at 54476 or Sara in Rep. Moran's office at 54376.

Sincerely,


Nancy L. Johnson
Member of Congress


James Moran
Member of Congress