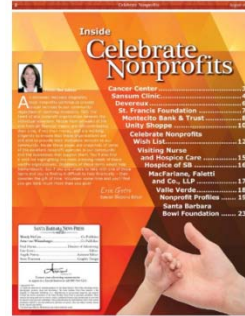


SANTA BARBARA NEWS-PRESS

Sunday, August 28, 2011
Celebrate Nonprofits Special Edition

"We are proud to be the region's leader in cancer care, committed to providing the highest quality of treatment and support for all in our community."

Rick Scott, President
Cancer Center of Santa Barbara



The Cancer Center of Santa Barbara is a freestanding non-profit cancer diagnostic and treatment center that provides patients a quality of medical care that ranks among the best on the West Coast. With a strong commitment to remain in the vanguard of cancer care through the recruitment of highly trained medical personnel, the timely acquisition of new technology, and active participation in clinical research, the Cancer Center is committed to making today's best cancer care available to everyone in our community regardless of their ability to pay.

Patients at Cancer Center in the hands of highly-trained nurses, technicians, and support staff who are lead by physicians with over 200 years of combined professional experience. Physicians in three medical departments - Radiation Oncology, Hematology/Medical Oncology, and Nuclear Medicine - direct the diagnosis, treatment, and survivorship of patients, providing a level of care that is rare for a community our size. With experience and training from renowned medical institutions including Harvard, Stanford, Cornell, Tufts, Yale, M.D. Anderson, Dana Farber, and UCLA, physicians are dedicated to remaining on the forefront of cancer care.

Through its strong commitment to furthering cancer research and improving treatment options, Cancer Center also provides local patients access to clinical trials. These potentially life-saving treatments are not yet available as standard of care, yet patients' participation may not only improve their own condition, but may help provide more effective treatments for patients in the future.

In addition to providing first-class medical care, Cancer Center's Support Services and Wellness departments provide physical, emotional, spiritual, and practical assistance for a whole-person approach.

The Cancer Center's commitment to providing top-notch medical care and support to patients in our community was recently strengthened with the establishment of the **Arthur J. Merovick Endowment Fund for Patient Assistance**. Created to honor the Center's recently-retired Director of Development, the Fund was established with a generous \$200,000 gift presented by Mr. Merovick's children on behalf of their family's foundation - The Farish Fund. Cancer Center's Board of Trustees has pledged to match all donations to this fund up to \$500,000. Cancer care is often very expensive, and with many community members uninsured or underinsured, the timing of this fund's establishment is

critical. Support of the Arthur J. Merovick Fund means that the expertise offered by CCSB's medical teams can be made available to everyone in our community who faces a cancer diagnosis, even if they lack financial resources.

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Want to get involved?

Please consider making a gift to the Arthur J. Merovick Endowment Fund. Your donation will help to guarantee state-of-the-art care for everyone in our community.

Community members are also invited to participate in the Cancer Center's annual Walk/Run, taking place on Sunday, October 16 at Montecito Union School. For more information, please call (805) 898-2116 or visit www.ccsb.org.

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“We are proud to be the region’s leader in cancer care, committed to providing the highest quality of treatment and support for all in our community.” *Bill Sears, President, Cancer Center of Santa Barbara*

The Cancer Center of Santa Barbara is a forward-thinking non-profit cancer diagnosis and treatment center that provides patients a quality of medical care that rates among the best in the West Coast. With a strong commitment to research in the treatment of cancer care through the acquisition of highly trained medical personnel, the timely acquisition of new technology and active participation in clinical research, the Cancer Center is committed to making today’s best cancer care available to everyone in our community regardless of their ability to pay.

Patients at Cancer Center are in the hands of highly trained nurses, radiologists and support staff, who are led by physicians with over 50 years of combined professional experience. Physicians in three medical disciplines – Radiation Oncology, Hematology/Oncology, Medical Oncology, and Nuclear Medicine – deliver the diagnosis, treatment, and monitoring of patients, providing a level of care that is not for a community standard. With experience and training from renowned medical institutions including Harvard Medical, Cornell, Yale, Yale, M.D. Anderson, Dana-Farber and UCLA, physicians are dedicated to providing the forefront of cancer care.

Through a strong commitment to facilitating cancer research and improving treatment options, Cancer Center also provides local patients access to clinical trials. These potentially life-saving treatments are not yet available in standard of care, yet patients participation may not only improve their own condition, but may help provide more effective treatments for patients in the future.

In addition to providing first class medical care, Cancer Center’s Support Services and Wellness departments provide physical, emotional, spiritual, and practical assistance for a whole person approach.

The recent establishment of the Arthur J. Merovick Endowment Fund by Patient Assistance strengthened the Cancer Center’s commitment to providing exceptional medical care and support to patients in our community. Created in honor of the Center’s newly-retired Director of Development, the Fund was established with a generous \$200,000 gift provided by Mr. Merovick’s children on behalf of their family foundation – The Jack Fund. Cancer Center’s Board of Trustees has pledged to match all donations to the fund up to \$100,000. Cancer care is often very expensive, and with many community members uninsured or underinsured, the timing of this fund’s establishment is critical. Support of the Arthur J. Merovick Foundation has the capacity to allow for OCCC’s medical care to be made available to everyone in our community who faces a cancer diagnosis, even if they lack financial resources.

Want to get involved?

Please consider making a gift to the Arthur J. Merovick Endowment Fund. Your donation will help guarantee state-of-the-art care for everyone in our community. Community members are also invited to participate in the Cancer Center’s annual Walk/Run, taking place on Sunday, October 16 at Montecito Union School. For more information, please call (805) 898-2116 or visit www.ccsb.org.



PROVIDING CUTTING-EDGE CANCER CARE FOR OVER 60 YEARS

Radiation Oncology
Physician services provided by Radiation Cancer Medical Group

Medical Oncology/Hematology
Provided by Santa Barbara Hematology Oncology Medical Group

Nuclear Medicine
Physician services provided by William Pace, M.D., Inc.

Clinical Research
Supporting cancer research in our community and providing patients with access to clinical trials

Wellness & Support Services
Offered free-of-charge to patients, family members, and caregivers

SUPPORT LOCAL CANCER RESEARCH

WALK RUN
5K • 10K • Kids’ Run
100% of the proceeds benefit local cancer research.

Sunday, October 16
www.ccsb.org/walkrun2011