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TOWN RESIDENTIAL

Presents

THE THIRD ANNUAL “ROAR FOR A CURE” CARNIVAL ON AUGUST 20, 2011 A DAY OF FUN AND PURPOSE THIS ROAR’S FOR KATY

Family Event with Celebrities, Unlimited Food, Games, Gifts and Entertainment will Raise Funds for Pediatric Cancer Research and is Dedicated to the memory of Katy Stewart

EAST HAMPTON, NY, AUGUST 4, 2011 – The Max Cure Foundation – a non-profit organization whose mission is to fund pediatric cancer causes – is holding its third annual “Roar For A Cure” Carnival on Saturday, August 20, from 2:00 p.m. to 6:00 p.m. (rain date: Sunday, August 21) on the grounds of the East Hampton Indoor Tennis Club, 175 Daniels Hole Road, East Hampton. **Kelly Rutherford** of “Gossip Girl” will serve as Celebrity Host and **Nate Berkus** as this year’s Honorary Chairperson.

The outdoor event, presented by Town Residential, will have exciting activities for adults and children of all ages, including games, inflatables, a giant slide, miniature golf, free prize give-aways, tattoo and balloon artists, onsite

presence by Everloop.com, (the safe social site for kids and tweens), unlimited gourmet food and beverages, complimentary gift bags, raffles, auctions, and a live performance by **Little Maestros**, named the best music class by Nickelodeon's Parents' Pick Awards. New this year is Jesse Shapiro's Fastbreak Kids basketball clinic, an adventure obstacle course by Romaine and her team of B-East Fitness, a hands-on nature tent sponsored by South Fork Natural History Museum, (SOFO), a relaxation tent for weary parents, sponsored by Naturopathica Spa, a fresh juice bar provided by IZO Cleanze, a sundae bar compliments of 16 Handles Frozen Yogurt and much, much more.

Proceeds from the event will benefit:

- **The Max Cure Fund For Pediatric Cancer Research at Memorial Sloan-Kettering Cancer Center (MSKCC)** is underwriting a Cell Therapy Laboratory, a project being spearheaded by Dr. Richard O'Reilly, Chair of the Department of Pediatrics. This lab is dedicated to researching pediatric cancer, improving treatment and finding cures that will save children's lives. (60% of net)
- **The Max Cure Foundation/Samuel Waxman Cancer Research Foundation Collaborative Grant** to fund novel research in pediatric cancer. The goals of this new grant are to develop minimally toxic therapies to improve the quality of life for children with cancer, with the ultimate goal of finding cures. (30% of net)
- **Katy's Courage Corp.**, a nonprofit corporation formed by Jim and Brigid Stewart, of Sag Harbor, in memory of their daughter, Katy, who lost her heroic battle with a rare form of cancer on December 30, 2010. The proceeds, in the form of college scholarships, will be awarded to students at East End Long Island-area high schools who demonstrate remarkable courage, kindness and empathy as did Katy during her all too brief, but exceptional life. The Stewarts are teachers in the East Hampton and Montauk school districts. (5% of net)
- **Dr. Oren Becher's Pediatric Brain Tumor Research Fund**; Dr. Oren Becher is a pediatric oncologist at Duke University Medical Center who specializes in the treatment of children with brain tumors. This donation is being made in memory of Lily Taubin, who passed away from brain cancer in November 2009 and is to assist in funding a cure for what's an incurable brain cancer in children. (5% of net)

A Special Roar for Katy Stewart

The Roar For A Cure Carnival continues to unite the Plotkin and the Stewart families who are focused on raising awareness and funds for pediatric cancer research. Eight-year-old Max Plotkin, from Manhattan and Amagansett, is the inspiration behind The Max Cure Foundation and the Roar For A Cure Carnival. Diagnosed with an extremely rare form of B-cell Lymphoma four years ago, Max is in remission and continues to be monitored by his doctors at MSKCC.

In 2009, Katy Stewart of Sag Harbor was diagnosed with Hepatoblastoma, a rare form of liver cancer. Katy underwent a variety of treatments for nearly two years – many at MSKCC – but on December 30, 2010 she succumbed to the disease.

“The Stewart Family and The Roar For A Cure Carnival are integral,” said David Plotkin, chairman of The Max Cure Foundation. “Thousands of people from the East End community and beyond supported the first two Carnivals which grossed more than \$750,000. All of the net proceeds from this event went towards pediatric cancer research and to assist the Stewart family as Katy continued to battle the disease.

“Last year I told Katy in front of a crowd of more than 1,000 attendees that the Max Cure Foundation would be there for her as long as she needed us – and we were. We will always be there for the Stewarts and Katy will always be a part of who we are.

“My family and Team Max Cure could not think of a better way to honor Katy than to dedicate this year’s Roar For A Cure Carnival in her memory.

ARE YOU READY TO ROAR!

A “Family Package” admits a family of four for \$250; adult tickets are \$125 each. The admission price includes unlimited food and drinks, all carnival activities, the entertainment and parking. A significant portion of the ticket price and event contributions will be tax deductible. Additional information about the event and on-line ticket purchase is available at (www.maxcurefoundation.org),

or by calling Linda B. Shapiro at 631-329-5480 or Taylor Van Deusen at 631-965-5293.

A Roaring Thanks to all of our sponsors and supporters!

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NOTE TO EDITORS: Media coverage is welcome. Contact Linda Shapiro, (631) 329-5480 or Lbspro@optonline.net

Photos of last year's event are available at:

http://www.norcix.com/clients/max_cure/981/2ndannual/

ABOUT THE MAX CURE FOUNDATION FOR PEDIATRIC CANCER CAUSES

Formed in December 2008, The Max Cure Foundation is a registered 501(c)(3) nonprofit corporation focused on conventional and innovative fundraising with a clear and focused mission to advance a cure for pediatric cancers and to find effective treatments for children with cancer through:

- Raising funds for innovative research to improve treatments and quality of life during and post treatment
- Building public awareness of the fight to cure pediatric cancers
- Inspiring hope and courage in children with cancer, their families and communities

The Foundation was established by the Plotkin family in honor of Maxwell Grant Plotkin, who, in May 2007 at age four, was diagnosed with an extremely rare form of B-cell Lymphoma and continues bravely to fight his disease and inspire others to rise above adversity.

To date:

- In excess of \$750,000 has been contributed to the Max Cure Fund at MSKCC, formed by the Plotkin family in June 2007, whose funds are earmarked for the underwriting of the-first-of-its-kind Cell Therapy Laboratory at MSKCC.
 - \$225,000 has been earmarked over a three-year period for The Max Cure Foundation/Samuel Waxman Cancer Research Foundation Collaborative Grant to fund novel research in pediatric cancer.
 - In excess of \$250,000 has been contributed to other pediatric cancer causes
- For more information about The Max Cure Foundation, visit www.maxcure.org.

ABOUT MEMORIAL SLOAN-KETTERING CANCER CENTER

Memorial Sloan-Kettering Cancer Center is the world's oldest and largest private institution devoted to prevention, patient care, research and education in cancer. Its scientists and clinicians generate innovative approaches to better understand, diagnose and treat cancer. Its specialists are leaders in biomedical research and in translating the latest research to advance the standard of cancer care worldwide. For more information, go to www.mskcc.org.

ABOUT THE SAMUEL WAXMAN CANCER RESEARCH FOUNDATION

The Samuel Waxman Cancer Research Foundation is an international organization dedicated to curing and preventing cancer. The Foundation is a pioneer in cancer research, focusing on uncovering the causes of cancer and reprogramming cancer cells.

We dedicate ourselves to delivering tailored, minimally toxic treatments to patients. Our mission is to eradicate cancer by bridging the gap between lab science and the patient.

Through our collaborative group of world-class scientists, the Institute Without Walls, investigators share information and tools to speed the pace of cancer research. Since our inception in 1976, the Foundation has awarded more than \$75 million to support the work of more than 175 researchers across the globe.

For more information, go to www.waxmancancer.org.

ABOUT KATY'S COURAGE CORP.

Katy's Courage Corp., a nonprofit corporation formed by Jim and Brigid Stewart, of Sag Harbor, in memory of their daughter, Katy, who lost her heroic battle with a rare form of cancer on December 30, 2010. The proceeds will be awarded to students at East End Long Island-area high schools, in the form of college scholarships, who demonstrate remarkable courage, kindness and empathy as did Katy during her all too brief, but exceptional life. The Stewarts are teachers in the East Hampton and Montauk school districts.

ABOUT DR. OREN BECHER'S PEDIATRIC BRAIN TUMOR RESEARCH FUND

Dr. Oren Becher is a pediatric oncologist at Duke University Medical Center who specializes in the treatment of children with brain tumors. High-grade brainstem gliomas are incurable brain tumors that arise in children. Thirty years of clinical trials have failed to identify effective agents to treat this tumor subtype. Dr. Becher's team uses a genetic mouse model of brainstem glioma that is based on a common genetic alteration found in a third of the human tumors. His team is using the model to investigate the complex biology of these tumors and evaluate novel agents. Dr. Becher hypothesizes that this model can help with prioritization of new agents for clinical trials for children with these tumors. Furthermore, Dr. Becher's team is also analyzing human brainstem gliomas to unravel novel genetic alterations to guide the development of improved brainstem glioma models.