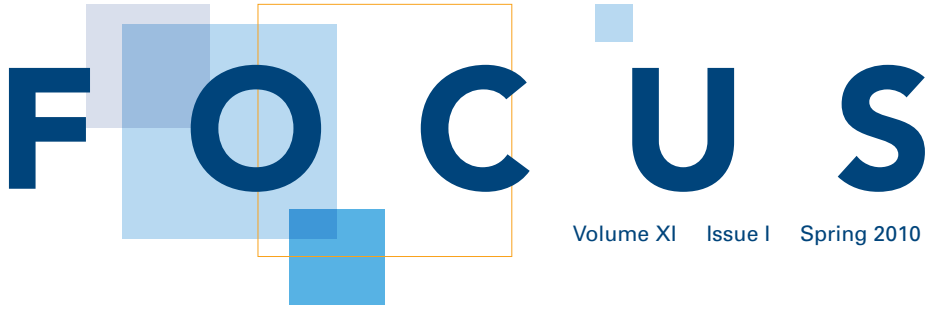




Powerful Thinking Advances the Cure<sup>SM</sup>



Volume XI Issue I Spring 2010

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**MMRF FALL GALA PROCEEDS  
ADVANCE RESEARCH AND A CURE**



*Hoda Kotb, Kathy Giusti, Natalie Morales, Scott Hamilton, and Paul Giusti*

The 2009 MMRF Fall Gala was truly a night to remember! Thanks to all those who attended, the 13th annual Gala, held Oct. 24, 2009, in Greenwich, Connecticut, raised an outstanding \$1.8 million to support the MMRF’s efforts to advance the next generation of myeloma treatments and find a cure for multiple myeloma. More than 1,000 guests attended this special event, making it, once again, the largest and most

*Continued on page 12*

**DANA-FARBER NAMED 2009  
MMRC CENTER OF THE YEAR**

The Multiple Myeloma Research Consortium (MMRC) awarded the Dana-Farber Cancer Institute, and Kenneth Anderson, MD, PhD, and Paul Richardson, MD, with the 2009 MMRC Center of the Year Award.



*Dr. Susan Kelley and Dr. Paul Richardson*

“The MMRC Center of the Year Award recognizes the Dana-Farber Cancer Institute and, in particular, Drs. Anderson and

*Continued on page 2*

Accredited by:





**DEAR FRIENDS:**

*At the Multiple Myeloma Research Foundation (MMRF), 2009 was a year of extraordinary progress. We opened six new clinical trials. Six treatments tested in Multiple Myeloma Research Consortium (MMRC) trials advanced to the next stage of clinical investigation – including three in Phase III clinical trials. And, we mapped the multiple myeloma genome – a research first.*

*We are proud of these incredible milestones and deeply grateful for your generosity and commitment – especially in today’s uncertain and shifting economy – that fueled each success. But with many patients relapsing, we are more committed than ever to bringing patients next-generation treatments that will extend their lives until a cure is found.*

*Thank you for the extraordinary momentum you have created and for everything you have done to drive our mission forward. With your continued support in the months to come, we will measure our progress in 2010 not by steps, but by miles.*

*Best regards,*

## DANA-FARBER NAMED 2009 MMRC CENTER OF THE YEAR

*Continued from cover*

Richardson, for their outstanding commitment to innovation and results, and for their exemplary dedication to the patients who inspire our work,” said Kathy Giusti, Founder and CEO.

In awarding the 2009 MMRC Center of the Year Award, the MMRC evaluated its Member Institutions on the number of clinical trials launched, the speed at which clinical trials were opened, and the number of patients enrolled in the

clinical trials within the Consortium. MMRC Member Institutions were also evaluated for their contribution of new ideas and institutional engagement in the MMRC.

As founding members of the MMRC, Drs. Anderson and Richardson have played a critical role in advancing novel pre-clinical and clinical research ideas through the consortium. Under their leadership, the Dana-Farber Cancer Institute has opened

numerous clinical trials to date and has consistently met or exceeded patient enrollment forecasts.

“Both Dr. Richardson and I are honored to be recognized with this distinguished award,” said Dr. Anderson. “We are proud to have been part of the MMRC since its founding and remain fully committed to working with the Consortium to bring myeloma patients the next generation treatments.”

## MMRF TOPS NATION'S CHARITIES IN FISCAL RESPONSIBILITY

Charity Navigator, the nation's leading charity evaluator, has again awarded the MMRF a four-star rating for its exceptional fiscal responsibility for the seventh consecutive year. **Only two percent of charities scored by Charity Navigator have received as many four-star ratings as the MMRF, meaning that we consistently maintain our exceptional fiscal responsibility and outperform most other charities in America.**

This incredible designation comes only a few months after *Consumers Digest* magazine recognized the MMRF as one

of the nation's top 45 health-related charities for outstanding stewardship of donors' funds and commitment to direct 93 cents of every dollar raised toward high-impact research.

In these uncertain economic times, it is even more important to give wisely and responsibly. With top rankings from *Consumers Digest*, Charity Navigator, the Better Business Bureau, Independent Charities of America, and American Institutes of Philanthropy, you can be sure that the MMRF will make the most of your donation.



## HELP US CLOSE OUT 3, 2, 1: CURE CAMPAIGN



Thanks to the support of all those who donated our **3, 2, 1: Cure** research campaign, we only have \$11 million left to raise toward our goal of \$50 million.

Funds raised to date through **3, 2, 1: Cure** have brought us to a turning point where we now have the knowledge, the team, and the tools to bring patients the next generation of treatments and to find a cure. But we cannot get there alone.

We need your support today to:

- Advance several new clinical trials of next-generation treatments
- Fund biotech companies developing new myeloma treatments
- Rapidly screen our pipeline and move the most promising compounds into clinical trials

You have the power to make a real difference – make a donation to **3, 2, 1: Cure** today. No donation is too small, and every dollar makes a difference.

Visit [www.themmr.org](http://www.themmr.org) right now to make your donation.



## MMRC ADVANCES SIX CLINICAL TRIALS IN 2009

The MMRC in 2009 advanced six new clinical trials through its clinical trials network. Its focus on efficiency and results allowed us to open these trials nearly 40 percent faster than the current industry standard in oncology – making it possible for patients to receive treatments through these trials almost 100 days earlier.

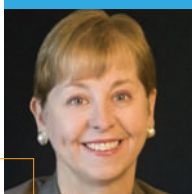
### MMRC 2009 CLINICAL TRIALS

Agents	Phase
Elotuzumab w/Rev-Dex	II
Pomalidomide	II
Millennium Aurora Kinase/Velcade (IST)	I/II
Carfilzomib/Rev-Dex (IST) Front Line	I
Rev-Velcade-Doxil-Dex (IST) Front Line	II
Pfizer PD0332991 w/Velcade	I



*“It gives us so much hope to know the MMRF is doing everything they can to make sure new treatments will become available until a cure is found,” said Dean Assink, pictured above with his wife, Kimberly, and grandchildren. Dean has participated in two clinical trials through the MMRC.*

*“We prioritize our new drug pipeline by identifying those compounds that show the most promise in significantly impacting patients. As each compound moves forward into the next phase of clinical testing, we continually stock the pipeline to ensure that patients have more improved treatment options.”*



**SUSAN KELLEY, MD**  
Chief Medical Officer of the MMRC

## MMRC STOKES NEW DRUG PIPELINE

Seven compounds studied through the Multiple Myeloma Research Consortium (MMRC) have advanced to the next stage of drug development, bringing them closer to FDA approval.

Compounds such as carfilzomib®, a proteasome inhibitor, and pomalidomide, an IMiD, are part of drug classes with proven benefit to myeloma patients. Others, such as Torisel® and Zolinza®

represent promising new classes of drugs or have FDA approval for use in other diseases.

Four of these compounds are now in Phase III clinical trials – the final stage of clinical testing before a new drug is approved and marketed for treatment.

**To learn more about research efforts to advance our pipeline visit [www.themmr.org](http://www.themmr.org)**





























## EXPLORE OUR PIPELINE

We have supported the development of more than 40 potential treatments to date. Today, 17 of these are being evaluated in clinical trials.

Our support comes in many forms – research grants to further pre-clinical validation efforts (indicated by an acorn), Biotech Investment Awards (indicated

by a “B”) to expand validation and early clinical trials, and/or MMRC Phase I and II clinical trials (indicated by a star).

Learn more about our pipeline of next-generation treatments by visiting [www.themmr.org](http://www.themmr.org).

MMRF/MMRC CLINICAL PIPELINE		
PHASE I	PHASE II	PHASE III
		Consortium Trial  Biotech Investment Award  MMRF Funding 
		Panobinostat   Perifosine   Zolinza  
	ACE 011  Afinitor  Aplidin  Carfilzomib  Elotuzumab  Nexavar  Pomalidomide  SGN-40  Tipifarnib   Torisel  	
GRN 163L  NPI-0052   PD 0332991   SF 1126  		

**THINKING ABOUT  
A CLINICAL TRIAL?  
WE CAN HELP!**

Call us at: 1.866.603.6628  
or visit us at: [www.myelomatrials.org](http://www.myelomatrials.org)

## MMRF AWARDS \$2.5 MILLION TO ADVANCE DRUG DISCOVERY

The MMRF awarded 10 Senior Research Awards and six Research Fellow Awards, totaling \$2.5 million, to investigators at 13 academic institutions nationwide. These awards represent our commitment to fund high-priority research that will result in the faster development of effective new treatments.

“In today’s economy, where funding for biomedical research is limited, dedicated researchers depend more than ever on MMRF funding to advance their work,” said Kathy Giusti, Founder and CEO of the MMRF. “Our team at the MMRF believes it is our obligation to the myeloma community to ensure that innovative, high-impact grants, like this year’s MMRF Senior

Research Awards and Research Fellow Awards, do not stall due to a lack of resources.”

**Thank you to Celgene Corporation for sponsoring a 2009 MMRF Senior Research Award and to Millennium: The Takeda Oncology Company and Cephalon for each sponsoring a 2009 MMRF Research Fellow Award.**

### 2009 SENIOR AWARDS

#### Marta Chesi, PhD

##### Mayo Clinic

In-Vivo Validation of Novel Anti-Myeloma Therapies

#### Madhav Dhodapkar, MD

##### Yale University

Harnessing Anti-Sox2 T Cells in Myeloma Pre-Clinical Studies

#### Irene Ghobrial, MD

##### Dana-Farber Cancer Institute

Integrin Regulation of MM Trafficking

#### Siegfried Janz, PhD

##### University of Iowa

Pre-clinical Validation of IL-6 for Translational Myeloma Research

#### Noriyoshi Kurikara, DDS, PhD

##### University of Pittsburgh

##### Medical Center

Signaling as a Therapeutic Target for MM

#### Suzanne Lentzsch, MD, PhD

##### University of Pittsburgh

##### Medical Center

Effects of IMiDs on Granulocytic Maturation

#### Yulia Nefedova, PhD

##### H. Lee Moffitt Cancer Center

Targeting Wnt Signaling Network to Enhance Chemotherapy in MM

#### Rao Prabhala, PhD

##### Boston VA Research Institute

Evaluating the In Vitro and In Vivo Effects of Targeting IL-17 in Myeloma

#### Dave Roodman, MD, PhD

##### University of Pittsburgh

##### Medical Center

GFI-1 Suppression of Osteoblast Differentiation in Myeloma

#### Robert Williams, PhD

##### Colorado State University

MM Therapeutics Based on the Natural HDACi Largazole

### RESEARCH FELLOW AWARDS

#### Don Benson, MD

##### Ohio State University

Anti-KIR and Lenalidomide Enhances the NK Cell vs. MM Effect

#### Shrikanta Chattopadhyah, PhD

##### Dana-Farber Cancer Institute

Screening for Small Molecule Inhibitors of MM within its Microenvironment

#### Damian Green, MD

##### Fred Hutchinson Cancer Center

Radio-Immunotherapy for MM

#### Haiyan Li, MD

##### M. D. Anderson Cancer Center

Role of Osteoclasts in the Regulation of T-Cell Immunotherapy in MM

#### Vishnu Ramani, PhD

##### University of Alabama, Birmingham

Heparanase Inhibition as Anti-Metastatic Therapy for MM

#### Mahadeo Sukhai, PhD

##### University Health Network

Investigating the Anti-Myeloma Effects of Cliquinol

## MMRF INVESTS \$2 MILLION TO FUEL DEVELOPMENT OF MYELOMA TREATMENTS

The MMRF proudly awarded its 2009 Biotech Investment Awards (BIA) to Intellikine, Inc. and Tragara Pharmaceuticals. These prestigious grants, each valued at \$1,000,000, support the companies in the early development of two potential new treatments for multiple myeloma: Intellikine's selective TORC1/2 inhibitor and Tragara's multi-kinase inhibitor.

Given the current economic downturn, MMRF BIA grants are critical to advance research that may otherwise be halted or abandoned due to funding limitations. This is especially true for uncommon cancers like multiple myeloma, for which commercial incentives are lacking.

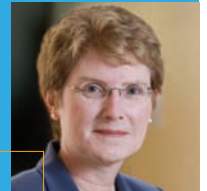
Intellikine's TORC1/2 inhibitor, known as INK128, targets the PI3K/Akt/mTOR signaling pathway. Because this pathway is known to be dysregulated in multiple types of cancer, it is one of the most important molecular targets for developing new drugs. Tragara's multi-kinase inhibitor, known as TG02, targets major signaling pathways involving Flt3, JAK2, ERK5, and several cyclin-dependent kinases (CDKs); these pathways are known to play a role in the development of several cancers, including blood cancers.

**Data from studies supported by MMRF BIA grants will lay the foundation for the initiation of future clinical trials of these promising new compounds.**

To date, the MMRF's Biotech Investment Awards have supported the advancement of seven compounds and approaches, including Acceleron Pharma's novel agent, ACE-011, and Semafore's targeted PI3 Kinase (PI3K) inhibitor, SF1126, that is under study in a clinical trial facilitated through the MMRF's sister organization, the Multiple Myeloma Research Consortium.

*"We've invested over \$7 million to date to support early-stage drug development – and we're seeing real results."*

**LOUISE M. PERKINS**  
Chief Scientific  
Officer of the MMRF



## INDUSTRY BRIEFS

### Revlimid® Following Stem Cell Transplant Boosts Survival

Myeloma patients in the international Phase III clinical trial, IFM 2005 02, who were treated **with Revlimid following an autologous stem cell transplant had superior progression-free survival** compared with those who were not treated with Revlimid, according to study sponsors. These data will be presented at a medical meeting later this year.

### First MMRC Patient Enrolled in Phase 2 Study of Elotuzumab

Facet Biotech Corporation has enrolled the first patient into the Phase II portion of its ongoing Phase I/II clinical trials of elotuzumab, **a promising antibody being studied for the treatment of relapsed myeloma in combination with Revlimid and low-dose dexamethasone.** The Multiple Myeloma Research Consortium (MMRC) has played a key role in advancing this compound, and is enrolling patients at seven of its Member Institutions.

### Velcade® Survival Benefit Now Included on Drug Label

Long-term follow-up data show a **35 percent reduction in the risk of death for myeloma patients treated with Velcade** compared with patients treated with melphalan and prednisone. The U.S. FDA has approved the addition of these data to Velcade's label, meaning the company can promote that benefit when selling the drug.

## EXCITING DATA PRESENTED AT ASH

### MMRC HIGHLIGHTED AT ASH

Data from 13 clinical trials, conducted through the MMRC, were presented at ASH in 16 invited oral presentations and five poster presentations. Findings from the Multiple Myeloma Genomics Initiative were also presented.

Abstracts resulting from clinical trials conducted through the MMRC included promising data on several promising

compounds. These compounds include carfilzomib and NPI-0052, proteasome inhibitors like Velcade®, pomalidomide, an IMiD like Revlimid®, and elotuzumab, a novel antibody.

“The exciting data presented in these abstracts demonstrate our ability to identify and prioritize promising compounds for clinical testing,” said

Susan Kelley, Chief Medical Officer of the MMRC. “We are now working to advance these compounds into the next stage so that new treatments can be brought to patients.”

**To read these abstracts, visit the American Society of Hematology’s website at [www.hematology.org](http://www.hematology.org).**

The MMRF is excited to present highlights of the latest research findings presented at the 2009 American Society of Hematology (ASH) Annual Meeting, held in New Orleans in December.

### UPFRONT AND INDUCTION THERAPY

#### What new combinations are being evaluated in patients who are not eligible for transplant?

Combinations that include melphalan and prednisone (MP) plus a novel agent are now considered a standard of care for patients who are not eligible for an autologous stem cell transplant. Results from three Phase III trials looking at three- and four-drug combinations of MP and Velcade® (bortezomib, Millennium: The Takeda Oncology Company), Thalomid® (thalidomide, Celgene), and/or Revlimid® (lenalidomide, Celgene) have confirmed their efficacy in this setting. The drug combinations tested included:

- **Velcade, MP, and Thalomid (VMPT), followed by Velcade-Thalomid (VT) maintenance.** VMPT was superior to VMP in terms of response rates, progression-free survival, and time to next therapy.
- **Velcade-MP (VMP) compared with Velcade-Thalomid-prednisone (VTP), followed by VT or Velcade-prednisone (VP) maintenance.** VMP and VTP induction resulted in similar overall response rates (approx. 80 percent); VMP-VT provided significantly longer progression-free survival than VTP-VP. In addition, the weekly dosing of Velcade used in this study helped reduce the frequency of peripheral neuropathy.
- **MP-Revlimid (MPR) followed by Revlimid maintenance or placebo.** MPR-R was superior to MP in terms of response rates and reduced risk of disease progression by half.

#### What did these trials tell us about maintenance therapy in myeloma?

Each of these trials showed that adding maintenance therapy extended the length of remission. As a result, maintenance therapy may become more commonly used, but whether using all the effective myeloma drugs early in the course of disease might limit options at relapse or affect overall survival is not yet known and requires further testing.



## What new combinations are showing promise in patients who are eligible for transplant?

There has been a rapid movement toward use of three-drug combinations for induction prior to autologous transplant due to improved response rates.

Four-drug combinations are also showing promise, though results are preliminary and need to be confirmed in larger, randomized trials. For example, updated results of a Phase I/II MMRC trial of Revlimid, Velcade, Doxil, and dex (RVDD, n=70) show the combination to be highly active and well tolerated, with 97 percent of patients achieving a partial response or better. The combination of Velcade, dex, cyclophosphamide, and Revlimid (VDCR) resulted in improved quality and duration of response than regimens using three of these drugs (VDR or VDC). However, adding additional agents also increased the toxicity of the regimen, so a balance between efficacy and tolerability must be determined.

## Are any studies comparing novel agent induction therapy with stem cell transplant?

An important Phase III study being conducted in Italy is comparing conventional treatment versus autologous stem cell transplant, both in the context of novel therapy, as upfront therapy for newly diagnosed myeloma. All patients in the study receive Revlimid and low-dose dex as initial induction therapy.

Patients then receive either MPR or two (tandem) autologous stem cell transplants. Preliminary results show similar outcomes with regard to progression-free survival, but we will have to await the final results before any conclusions can be drawn.

## SHOULD SMOLDERING MYELOMA BE TREATED?

Currently, patients with asymptomatic smoldering multiple myeloma (sMM) don't receive treatment until their disease progresses. An ongoing Phase III trial is looking at whether early treatment with Revlimid-dex might delay disease progression in patients at high risk of developing symptomatic disease. Preliminary results suggest that Revlimid-dex can prolong time to disease progression and development of bone disease in sMM. However, longer follow-up is needed before any conclusions can be drawn and recommendations made regarding drug therapy for these patients.

## RELAPSED/REFRACTORY MYELOMA

### What new novel agents are being tested in relapsed/refractory myeloma?

A number of new therapies with novel mechanisms of action, as well as new proteasome inhibitors and immunomodulatory drugs (IMiDs), are being evaluated in relapsed and/or refractory myeloma. Results from mid-stage trials of some of the most promising agents reported at the meeting are highlighted in the table on the following page.

**EMERGING THERAPIES BEING EVALUATED IN RELAPSED AND/OR REFRACTORY MYELOMA**

Agent	Phase	Description
<b>Carfilzomib</b> (PR-171; Proteolix)	I/II *	Proteasome inhibitor that has demonstrated activity as a single agent in heavily pretreated patients and in combination with Revlimid-low-dose-dex; associated with little peripheral neuropathy and can be used in cases of renal impairment.
<b>Elotuzumab</b> (HuLuc63, Facet Biotech/BMS)	I/II *	Anti-CS1 monoclonal antibody; encouraging preliminary results seen in combination with Revlimid-low-dose-dex or Velcade.
<b>Perifosine</b> (KRX-0401; Keryx)	I/II	Adding this oral agent to Velcade +/-dex delays disease progression and extends overall survival in heavily pretreated patients previously receiving Velcade.
<b>Pomalidomide</b> (CC4047; Celgene)	I/II *	Clinically significant responses seen with this IMiD +/- dex in heavily pretreated patients, including those not responding to Revlimid.
<b>Torisel™</b> (temsirolimus, CCI-779; Wyeth)	II *	mTOR inhibitor; displayed activity in combination with weekly Velcade.

\* MMRC-facilitated trials

**EMERGING THERAPIES BEING EVALUATED IN PHASE III TRIALS IN RELAPSED AND/OR REFRACTORY MYELOMA**

Agent	Description
<b>Panobinostat</b> (LBH589; Novartis)	Deacetylase (DAC) inhibitor that has shown preliminary activity with Velcade or Revlimid; being evaluated with Velcade-dex in an international study that will enroll 676 patients.
<b>Perifosine</b> (KRX-0401; Keryx)	This trial will evaluate perifosine, an oral agent, in combination with Velcade-dex in 400 patients previously treated with Velcade. Perifosine previously displayed promising activity in combination with Revlimid-dex (an MMRC-funded study) or Velcade in earlier trials.
<b>Zolinza®</b> (vorinostat; Merck)	Histone deacetylase (HDAC) inhibitor being evaluated in combination with Velcade in an international study that will enroll 742 patients who have received 1 to 3 prior therapies with weekly Velcade.

**MYELOMA BONE DISEASE**

**Are there any new drugs being evaluated for myeloma bone disease?**

Results of two studies investigating new therapies for myeloma bone disease are promising.

■ **ACE-011** (Acceleron Pharma/Celgene) – Preliminary results from a Phase II trial show that ACE-011 raised hemoglobin levels and improved bone lesions in patients with myeloma who were receiving treatment with a potentially myelosuppressive therapy (MP-Thalomid). This trial was supported in part by an MMRF Biotech Investment Award.

■ **BHQ880** (Novartis) – Results of an ongoing Phase I/II trial show that BHQ880 has favorable effects on bone markers in patients with relapsed/refractory myeloma who have a history of myeloma bone complications and are currently being treated with Zometa® (zoledronic acid, Novartis) and antimyeloma therapy other than Velcade.

**NOVEL AGENTS IN PHASE III TRIALS IN MYELOMA**

It is exciting to report that there are three novel agents currently being evaluated in Phase III clinical trials in myeloma. A summary of these trials is shown in the table to the left.

## MMRF FOUNDER, CEO RECEIVES HBS ALUMNI ACHIEVEMENT AWARD

Harvard Business School honored MMRF Founder and CEO Kathy Giusti with the Alumni Achievement Award, the school's highest award, for her leadership in breaking down barriers that impede medical research and accelerating the development of new treatments for multiple myeloma.

"Kathy Giusti has shown extraordinary vision and dedication in her efforts to transform how medical research and drug development are conducted to improve and extend the lives of patients with multiple myeloma," said Jay O. Light, Dean of Harvard Business School. "She epitomizes the school's mission of educating leaders who make a difference in the world."



*HBS Dean Jay Light and Kathy Giusti*

## MMRF, MMRC PRESENT AT **FASTERCURES** – PARTNERING FOR CURES

MMRF and MMRC Founder and CEO Kathy Giusti was a plenary speaker at FasterCures' Partnering for Cures conference. Nearly 600 medical research executives, scientists, policy makers, and contributors convened at the inaugural conference to explore

novel approaches to accelerate the drug discovery and development process.

Susan Kelley, MD, Chief Medical Officer of the MMRC, and Louise M. Perkins, PhD, Chief Scientific Officer of the MMRF, were also invited to discuss the

MMRF's research model and how our culture of innovation, speed, and results is making a real and immediate difference in the lives of patients.

We were honored to be a part of this exciting event.

### JOIN US AT AN MMRF CLINICAL INSIGHTS NEAR YOU!

MMRF Clinical Insights educates clinicians, patients, and their caregivers on the latest advances and treatments in multiple myeloma. Leading myeloma experts will discuss the latest advances in multiple myeloma treatments.

#### **NEW YORK, NY**

Friday, April 9, 2010

#### **ST. LOUIS, MO**

Wednesday, September 8, 2010

#### **HOUSTON, TX**

Friday, October 15, 2010

**Register today at [www.themmr.org](http://www.themmr.org) or 203.652.0219**

### SPONSORS

**We thank the following  
sponsors for their support  
of Myeloma Focus**



# MMRF FALL GALA PROCEEDS ADVANCE RESEARCH AND A CURE

*Continued from cover*

most prominent fundraiser in Connecticut's Fairfield County.

The MMRF awarded its Corporate Leadership Award to Deborah Dunsire, MD, President and Chief Executive Officer of Millennium: The Takeda Oncology Company. The Corporate Leadership Award recognized Dr. Dunsire for her leadership and vision in driving the development and launch of some of today's most important oncology treatments.

The MMRF proudly presented Hoda Kotb, co-host of the fourth hour of "The Today Show" and "Dateline" correspondent, with the Spirit of Hope Award for her incredible efforts to raise awareness about cancer by speaking from the heart about the need to accelerate the development of new cancer treatments.

After accepting the Spirit of Hope Award, Kotb, a breast cancer survivor, said, "Cancer teaches you to never let a day

go by without living it to the fullest and making a difference wherever you can. Kathy Giusti took her diagnosis with multiple myeloma as a 'call to arms' to launch the MMRF and to do everything possible to speed the discovery of life-saving new treatments and find a cure for the disease."

Scott Hamilton, American figure skater and Olympic Gold Medalist, served as Master of Ceremonies and Boomer Esiason, former NFL Quarterback and current analyst on "NFL Today," was the Keynote Speaker. Other special guests included Melanie Bloom, widow of NBC news correspondent David Bloom, Natalie Morales, anchor of "The Today Show," CNBC anchor Carl Quintanilla, best-selling author Lee Woodruff, and ABC News journalist and anchor Bob Woodruff.

The MMRF is grateful to all those who joined us for this very special event and

helped make the evening such a wonderful success. We hope that you will join us again for this year's Fall Gala, scheduled to be held Oct. 30, 2010. Please reserve the date!

## THANK YOU TO OUR GALA VICE CHAIRS!

Angelique and James Bell

Richard Bellas

Dave Burwick

Elizabeth Donald

Eric and Linda Rodgers Emory

Kathy and Paul Giusti

Elizabeth and Traver Hutchins

Dan Kennedy

Lori Marcus

Anne and David Ogilvy

Anne-Marie and Paul Queally



Left: *Traver and Elizabeth Hutchins, Anne and David Ogilvy*

Right: *Ronny Mosston and Dr. Deborah Dunsire (Corporate Leadership Award Recipient)*





Top left: *Hoda Kotb and Jim Bell* Top right: *Boomer Esiason, Ted Dumbald and Paul Queally*

Middle left: *Karen and Michael Reinert* Center: *Boomer Esiason (Keynote Speaker) and Kathy Giusti* Middle right: *Karen Andrews and Lori Marcus*

Bottom left: *Nick and Rebecca Tiller, Roseann and Tom Conheaney* Bottom right: *Scott Hamilton and Paul Giusti*

# MMRF RACE SERIES POWERS HIGH-IMPACT RESEARCH

MMRF Race for Research events are held annually across the country. Join the MMRF Race For Research in 2010 and help raise funds for myeloma research!



Chicago: Team Barb's Ballard gather before the race



Boston: Families unite to participate in the MMRF's Race for Research



Twin Cities: Pictured from left to right: Tim Johnston, Karen Bishop Morris, and Ralph Davini (NRG Energy Center Minneapolis)

## MMRF RACE FOR RESEARCH

### Chicago

Congratulations to Team Toig, the top fundraising team, which raised \$28,000, and Randi and John Bitove, the top individual fundraisers, who raised \$15,455. Drs. Seema Singhal of Northwestern University and Todd Zimmerman of University of Chicago served as co-chairs. Tom Mihelcic of Team SMOC was honored with the MMRF Torrance Campbell Spirit of Hope Award.

### Boston

Congratulations to Team Carter/Paul Carter, the top fundraising team, which raised over \$20,000, and Paulo Ribeiro, the top individual fundraiser, who raised over \$8,000. Dr. Ken Anderson of Dana-Farber Cancer Institute and Nancy Simonian of Millennium: The Takeda Oncology Company served as co-chairs. Team Markham was honored with the MMRF Spirit of Hope Award.

### Twin Cities

Congratulations to the top fundraising team, Team Eddie & Marilee, which raised \$11,380, and the top individual fundraiser, Ericka Johnson, who raised \$2,140. Dr. Stephen Russell of the Mayo Clinic chaired the event.

### Philadelphia

Congratulations to the top fundraiser Susan Dargay, who raised \$12,660, and the top fundraising team, Team Chess, which raised over \$16,000. Dr. Edward Stadtmauer of the University of Pennsylvania and Dr. Richard Emmons of Temple University Health served as co-chairs.

### Atlanta

Congratulations to Marty's Miracles, the top fundraising team, who raised \$6,415, and Liza Lopez, the top individual fundraiser, who raised \$5,080. Drs. Sagar Lonial and Tom Heffner of Emory University served as co-chairs.

### Washington, D.C.

Congratulations to the top fundraising team, Myelomaniacs, which raised over \$15,000, and the top individual fundraiser, Kathy Beauchamp, who raised \$8,500. Dr. Ivan Borello of Johns Hopkins chaired the event.

See page 16 for a full calendar of events in your area.

## MMRF MARATHON PROGRAM FINISHES STRONG FOR MYELOMA RESEARCH

In 2009, the MMRF Marathon and Half Marathon Program entered its second year of existence and grew from just 62 members to 304 committed team members who together

raised more than \$1.1 million to advance the MMRF's research portfolio.

The 2010 season is already in full swing, and the MMRF is actively recruiting more than 500 team members to reach our goal of \$1.4 million raised for research. You, too, can make a difference by joining us at one of our upcoming events.

MMRF Premier Athletics team members receive guaranteed event entry, fundraising tools, training programs, team apparel, and the knowledge that their efforts will help accelerate the development of new myeloma treatments.



Philadelphia: Race participants share a hug on race day

*"Running on behalf of the MMRF has allowed me to add so much purpose to marathon running. I get to do what I love, and also raise awareness and funds in honor of my sister."*

Erin Petkash, who ran the Cleveland Marathon in honor of her sister, a myeloma patient



Atlanta: Age division medal winners celebrate following the race

**TAP INTO YOUR POWER  
TO MAKE A DIFFERENCE.**

**JOIN AN MMRF MARATHON,  
HALF MARATHON, OR  
TRIATHLON/CYCLING  
TEAM IN 2010!**



Nick Tiller, the 2009 MMRF Marathon Program top fundraiser, crossing the New York City Marathon finish line



Washington, DC: Debbie and Kent Wells, Team Captains of Myelomaniacs, with Dr. Borello (center), Chair of the DC race

For more information visit [www.mmrfmarathon.org](http://www.mmrfmarathon.org) or contact [marathon@themmrf.org](mailto:marathon@themmrf.org).

## GET INVOLVED TODAY!

The MMRF hosts events nationwide to raise money for multiple myeloma research. You can help the MMRF by joining us at an event near you.

### MAIN EVENTS

**April 28** MMRF Chicago Awards Dinner

**May 25** MMRF Laugh for Life NY

**Oct. 30** MMRF Fall Gala

### 5K WALKS/RUNS

**April 25** MMRF Race for Research San Francisco

**May 15** Rite Aid Cleveland 5K to Benefit the MMRF

**June 13** MMRF Race for Research Tri-State: New Canaan, CT

**Sept. 25** MMRF Race for Research Boston

**Sep. 26** MMRF Race for Research Twin Cities

**Oct. 2** MMRF Race for Research Philadelphia

**Oct. 2** MMRF Race for Research Chicago

**Nov. 14** MMRF Race for Research D.C.

**TBD** MMRF Race for Research Atlanta

### MMRF PREMIER ATHLETIC EVENTS

**April 11** Go! St. Louis Marathon and Half Marathon

**April 19** Boston Marathon

**May 2** TD Bank Five Boro Bike Tour

**May 8** Santa Barbara Wine Country Half Marathon

**May 16** Rite Aid Cleveland Marathon and Half Marathon

**May 16** Bay to Breakers 12K

**May 31** Bolder Boulder 10K

**June 26** Rock 'n' Roll Seattle Marathon and Half Marathon

**July 18** Nautica New York City Triathlon

**Aug. 1** Rock 'n' Roll Chicago Half Marathon

**Aug. 15** Falmouth Road Race 7 Miler

**Sept. 12** Westchester Toughman Half Ironman Triathlon

**Oct. 3** Twin Cities Marathon and 10 Miler

**Oct. 10** Bank of America Chicago Marathon

**Oct. 24** Marine Corps Marathon and 10K

**Nov. 7** ING New York City Marathon

**Nov. 14** Big Sur Half Marathon and 10 Miler

**Dec. 5** Rock 'n' Roll Las Vegas Marathon and Half Marathon



*Kendra Goffredo, a tireless and amazing college student, ran the New York Marathon and raised over \$18,000 for the MMRF*

**For more information, visit [www.themmr.org](http://www.themmr.org).**

## CREATE A LEGACY OF HOPE

Through careful planning today, **you can help ensure that the next generation of treatments is here for tomorrow's multiple myeloma patients when they need them.**

Many friends of the MMRF who are not in the position to make an immediate cash gift see planned giving as a viable way to leave lasting legacies that will benefit other multiple myeloma patients. **Planned giving is not just for those who have millions of dollars, nor is it just for those who may soon pass away. Estate planning is for everyone, especially those who are young and have families and friends they want to protect.**

Your planned gift can be structured to address your personal objectives in meeting the financial needs of your loved ones. There is a planned giving option right for you – whether your goal is to:

- Reduce capital gains for yourself or your heirs
- Reduce your estate taxes
- Provide current income to yourself or a loved one for life
- Receive an immediate income tax reduction

**Visit [www.themmr.org](http://www.themmr.org) to learn more about planned giving or contact Rob Lucas at 203.652.0209 or [lucasr@themmr.org](mailto:lucasr@themmr.org) for more information.**

### STAY IN TOUCH WITH LOVED ONES THROUGH THE MMRF TRIBUTE CENTER

Is distance keeping you from spending the time you'd like to with loved ones? An MMRF Tribute Page can help you stay in touch with those who matter most.

You can design a Tribute Page to share your personal journey with multiple myeloma or to encourage, honor, or memorialize a family member or friend with the disease.

**Get started today at [www.themmr.org](http://www.themmr.org).**

### MMRF ONLINE STORE OPEN FOR BUSINESS!

Honor someone special with multiple myeloma while supporting the MMRF in its efforts to bring life-extending treatments to patients and find a cure. In lieu of traditional gifts for birthdays, weddings, holidays, and other special occasions, our online store has many items that not only show how much you care, but reflect your commitment to change the future for myeloma patients.

**Visit [www.themmr.org](http://www.themmr.org) to shop today!**



## CARL QUINTANILLA JOINS HONORARY BOARD

We are proud to welcome Carl Quintanilla to the MMRF Honorary Board of Directors. Quintanilla is an Emmy award-winning Co-anchor of CNBC's "Squawk Box."

"The MMRF is deeply honored that our dear friend and supporter, Carl Quintanilla, has joined our Honorary Board," said Kathy Giusti, MMRF Founder and CEO. "His commitment to our mission and to the patients for whom we work so urgently is truly inspirational."

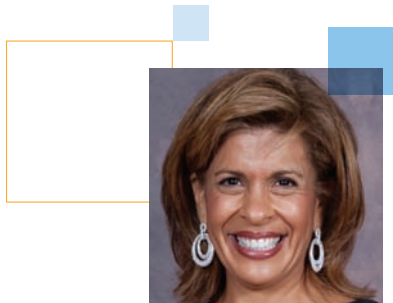
In 2008, Quintanilla anchored CNBC's "The Money Chase: Inside Harvard Business School," which profiled HBS alumni who have become CEOs of highly visible and successful companies. The prominent inclusion of Kathy Giusti, has been incredibly influential and has dramatically helped to raise awareness for multiple myeloma and the MMRF.



*Carl Quintanilla, Co-anchor, "Squawk Box," CNBC*

**CNBC's "The Money Chase: Inside Harvard Business School" can be viewed on the MMRF's YouTube channel: [www.youtube.com/themmrff](http://www.youtube.com/themmrff).**

## MMRF WELCOMES HODA KOTB TO HONORARY BOARD



*Hoda Kotb, Co-host, fourth hour, "Today Show"*

The MMRF is honored to announce that Hoda Kotb has joined our Honorary Board of Directors. Kotb is Co-host of the fourth hour of "The Today Show" and is a "Dateline" correspondent.

"We are delighted that she has chosen to bring her energy and wealth of experience to the MMRF Honorary Board of Directors," noted Kathy Giusti, MMRF Founder and CEO. "We are pleased to welcome her and are excited for her continued involvement with the MMRF."

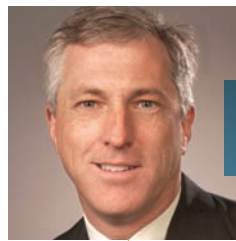
Kotb, a breast cancer survivor, was honored with the Spirit of Hope Award at the MMRF's 2009 Fall Gala for her commitment to increasing cancer awareness. The MMRF Spirit of Hope Award is awarded annually to individuals who inspire hope with their perseverance in overcoming personal obstacles such as a cancer diagnosis.

## CHRIS McWILTON JOINS MMRF BOARD OF DIRECTORS

We are pleased to welcome Chris A. McWilton, President of U.S. Markets for MasterCard Worldwide, to the MMRF Board of Directors.

As President of U.S. Markets, Mr. McWilton oversees all of MasterCard's U.S. activities including sales, business development, business strategy, and relationship management. Mr. McWilton joined MasterCard in 2003 as Corporate Controller. He also served as Chief Financial Officer and, later, President of Global Accounts, before accepting his current position in 2009.

Mr. McWilton led the effort to make MasterCard SOX 404 compliant and helped complete the company's successful initial public offering (IPO) in May 2006. MasterCard's IPO was the largest domestic IPO of 2006 and the 12th largest domestic IPO in U.S. history at the time.



*Chris McWilton, President,  
U.S. Markets for MasterCard Worldwide*

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The information herein is not intended to replace the services of trained health professionals (or to be a substitute for medical advice). You are advised to consult with your healthcare professional with regard to matters relating to your health and, in particular, regarding matters which may require diagnosis or medical attention.


### WE'LL SEE YOU ONLINE...


We are always on the move to advance our urgent work. There are many ways to keep up to date on the progress we are making.

Visit our website at [www.themmrf.org](http://www.themmrf.org)

Read our blog at [www.themmrf.org](http://www.themmrf.org)

 Find us on [www.facebook.com/themmrf](http://www.facebook.com/themmrf)

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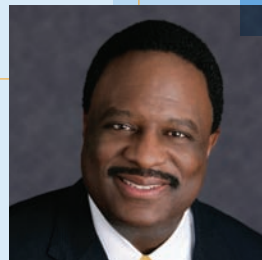


**MMRF**

*Chicago Awards  
Dinner*



**Bonnie Hunt**  
**Mistress of Ceremonies**  
Actor, Director, Producer,  
and Writer



**James Brown**  
**Keynote Speaker**  
Host, "The NFL Today"  
Host, "Inside the NFL"  
Author, *Role of a Lifetime*

**FOUR SEASONS HOTEL CHICAGO, IL**

6:00 PM Reception  
7:00 PM Dinner

For more information, please  
call 312.553.2000 or go to  
[www.pjhchicago.com/MMRF.html](http://www.pjhchicago.com/MMRF.html)