Making precision medicine a reality for multiple myeloma patients
we are curing cancer

Our pipeline is the strongest in our history. Researchers who used to compete now collaborate. Technology companies are stepping up. Sequencing individual genomes is providing exciting roadmaps to a cure. Life expectancy has nearly tripled. And we have launched our NOW fundraising campaign, the largest in our history.

To learn more, or to make a donation, please visit themmrf.org.
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The more we learn about cancers affecting different parts of the body, the more biologically similar we find them to be. See what we are learning in the groundbreaking MMRF CoMMpass Study™ on page 12.

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We thank our sponsors for their support of Accelerator, The Magazine of the Multiple Myeloma Research Foundation

accelerator
The Magazine of the Multiple Myeloma Research Foundation | Fall/Winter 2014
Dear friend of the MMRF,

The mission to cure multiple myeloma has entered a critical, transformative time. Working with strong partners in industry and academia, the MMRF is leading new, bold initiatives and advancing promising therapies to bring overwhelming force in the fight against myeloma.

So far this year, we’ve brought 3 new classes of drugs into our clinical study portfolio (p. 8) and are launching one of the first targeted therapy trials in myeloma. The MMRF CoMMpass™ Study, cornerstone of our precision medicine initiative, is on track to complete enrollment by year end. We have identified thousands of mutations and are seeing patients respond well to the six treatment approaches that predominate in first line treatment. Learn more about our progress (p. 12).

Our fundraising efforts have received a strong boost from two new funds (p. 14), and we are in the process of launching the NOW campaign, the largest capital campaign in MMRF history.

The NOW campaign is the first of several changes that we have made at the MMRF, which include a user-friendlier website (p. 6) and our redesigned magazine.

As we move into 2015, we are designing new academic, industry and government researcher partnerships, and are developing new networks, research tools, and international clinical trial consortia.

I can see the future. We are closing in on it faster than ever — it is a world without cancer.

On behalf of all of us at the MMRF, we thank you for your support and wish you and your loved ones a happy New Year!

Sincerely,

Walter M. Capone
President and Chief Executive Officer, MMRF
Driven by their own experiences with cancer, and/or a personal mission, the men and women who lead the MMRF are united in their goal to disrupt the status quo and accelerate the path to a cure.

The result of the team’s work, which includes leadership roles in Clinical Research, Clinical Operations, Translational Research, and Strategic Partnerships, has four key components:

**Part 1: The Multiple Myeloma Genomics Initiative**
The MMRF was the first to sequence the myeloma genome and put the results in a centralized repository for researchers to share through the Initiative’s Genomics Portal. The result is the largest data set ever published in myeloma.

**Part 2: The MMRF CoMMpass Study**
“Open science” is a central tenet of the MMRF’s strategy to accelerate a cure. So all data from the MMRF CoMMpass Study is being placed on the MMRF Researcher Gateway, a public portal, to accelerate data sharing and hypothesis generation for new clinical trials. CoMMpass is tracking 1,000 patients from initial diagnosis through their course of treatment for at least 8 years with sequential tissue sampling to identify how a molecular profile may affect response to treatment.

**Part 3: The MMRF Researcher Gateway**
Keenly aware of the bottlenecks typical in cancer research, the MMRF leadership team aims to engage all possible stakeholders, including researchers, drug companies, and academic/community centers. This is the idea behind the MMRF Researcher Gateway, which centralizes and shares genomic data to accelerate discovery of individualized treatment approaches, biomarkers, diagnostics and new drug targets.

**Part 4: The MMRF CoMMunity Gateway**
Finding a cure depends on everyone in the myeloma community — researchers, industry, clinicians, and patients. That is why the MMRF established the MMRF CoMMunity Gateway, to empower patients to become active participants in their own care by sharing their journey in our search for better, more targeted treatments.

Anne Quinn Young, M.P.H., Vice President, Development and Strategic Partnerships; Kathy Giusti, Founder and Executive Chairman MMRF and MMRC; and Walter M. Capone, President and Chief Executive Officer.
The most important element in the quest to cure multiple myeloma is information. Circulating it quickly among the people who need it is key to the success of the MMRF, and critically important to the researchers, clinicians, pharmaceutical and biotechnology companies, and patients who are pressing for a cure.

The new MMRF website is the conveyor of everything that is known and being discovered in multiple myeloma. It is easy to use and organized to help you find out about a treatment or clinical trial, a new development in our understanding of the disease, and useful resources that can make a difference in your life.

The website is dynamic, just like the field of multiple myeloma research. It is designed to update you on promising new developments and discoveries as they occur. In this spirit, we will continue to add content in the months to come, so visit themmrf.org today — and check back often.

**Discover these patient resources**

Find a host of useful tools, starting with these three:

- **Free e-Newsletter**
  Sign up for our monthly newsletter and get updates about new treatments, new trials, and more.

- **MMRF CoMMunity Gateway**
  Participate in our search for better, more targeted treatments online. As more patients' genomes are sequenced and mutations are discovered, the hope is that patients can connect with other patients, then engage with researchers who specialize in their particular area of genomics, and sign up for clinical trials that might be right for them.

- **Clinical Trial Finder**
  Take action! Play a more active role in your healthcare, gain access to promising new research treatments before they are widely available, and help advance medical research to bring us closer to finding a cure.
  
  **Call:** 1-866-603-6628  
  **Email:** patientnavigator@themmrf.org

- **Professional Education**
  Gain access to significant clinical data published at major medical congresses ASH, ASCO, EHA, and IMW. Learn from key opinion leaders in multiple myeloma who will highlight key clinical data. Visit the MMRF website to view CME-accredited webcasts.
Ed Johnson, a patient whose multiple myeloma has relapsed, was researching treatments that have become available since his diagnosis seven years ago. “Here’s another one,” he remembers saying. “Here’s another one. And here’s another one. There are a lot of options,” he continues. “A few years ago it was option A and ‘we’ll have to hope that works.’”

Now, we are poised to make even greater progress toward a cure. This year, the Multiple Myeloma Research Consortium (MMRC) opened six new clinical trials. These represent some of the most promising treatments in development today. “Together with our committed and world-class partners, we have opened six incredibly exciting new trials for multiple myeloma patients who are running out of treatment options. There is such a robust pipeline of promising therapies — from monoclonal antibodies to first-in-class novel therapies, to all-oral regimens. We are confident that they will prove to have a significant impact for many of our patients,” said Fiona An, M.D., Senior Vice President of Clinical Research for the MMRF and MMRC.

Our mission is to keep that pipeline filled for Ed Johnson and other patients like him.

“We have opened six incredibly exciting new trials for multiple myeloma patients who are running out of treatment options. We are confident that they will prove to have a significant impact for many of our patients.”

— Fiona An, M.D.,
Senior Vice President of Clinical Research for the MMRF and MMRC

The Johnson Family: Ed, Annie, Augie and Louis.
The MMRC, working with our industry and academic research partners, identified a strategy to drive drug discovery and development for patients with multiple myeloma at a rapid pace — studying the most promising therapeutics and most diverse science on parallel paths. Because of the complex nature of the disease, we are prioritizing three core approaches — immunotherapies and antibodies, novel drug mechanisms, and targeted therapies — to identify therapeutics with the most promise and deliver them to patients in a meaningful timeframe.

Following is information on our six new trials which are currently open for enrollment:

**Marizomib (NPI-0052) (Novel agent)**
This Phase I, multicenter, open-label, dose-escalation study is evaluating the combination of marizomib, Pomalyst® and low-dose dexamethasone (PMD) in patients with relapsed or refractory multiple myeloma. Marizomib is a novel proteasome inhibitor in the same class as Velcade® and Kyprolis®. MMRC has also studied this drug in Phase I as a single agent. Investigators believe that it can work in patients who are resistant to other proteasome inhibitors. The lead MMRC investigator is Paul Richardson, M.D. at the Dana-Farber Cancer Institute.

**Ibrutinib (Novel mechanism)**
This multicenter, Phase I/IIb trial is studying ibrutinib in combination with Kyprolis® in patients with relapsed or relapsed and refractory multiple myeloma. Oral ibrutinib blocks a protein called Bruton’s tyrosine kinase. It is currently approved by the U.S. Food and Drug Administration (FDA) for the treatment of Chronic Lymphocytic Leukemia. The lead MMRC investigator is Ajai Chari, M.D. of Mount Sinai Hospital.

**Selinexor (KPT-330) (Novel mechanism)**
This Phase I study is evaluating the Selective Inhibitor of Nuclear Export (SINE) selinexor (KPT-330) in combination with Kyprolis® and dexamethasone in patients with relapsed or relapsed and refractory multiple myeloma. Selinexor is the first drug in the SINE class to be studied in multiple myeloma. MMRF played a key role in advancing the study of selinexor in multiple myeloma through the grant of a Biotech Investment Award in 2010 to the drug’s developer, Karyopharm. The lead MMRC investigator is Andrej Jakubowiak, M.D., Ph.D. at the University of Chicago.

**SAR650984 (Antibody)**
This is a Phase I study of SAR650984 as a single agent for the treatment of relapsed or refractory multiple myeloma. SAR650984 is an anti-CD38 monoclonal antibody. The MMRC is also studying this investigational treatment in combination with Revlimid® and dexamethasone. The lead MMRC investigator is Tom Martin, M.D. of the University of California, San Francisco.

**Ixazomib (MLN9708) (Novel agent)**
This Phase I/II trial is studying ixazomib (MLN9708) in combination with Pomalyst® and dexamethasone for relapsed or relapsed and refractory multiple myeloma. Ixazomib is the first oral proteasome inhibitor in development. If approved by the FDA, it could provide an easier and more convenient route of drug administration for many patients than current treatments in this class, which are administered by IV infusion or injection. The lead MMRC site is the City of Hope National Medical Center, overseen by Amrita Krishnan, M.D.

**CB-5083 (Novel mechanism)**
This Phase I, open-label, dose-escalation first-in-man study of CB-5083, the first p97 inhibitor to enter clinical trials. Several MMRC member institutions worked closely with manufacturer Cleave Biosciences on the preclinical work, which suggested activity in multiple myeloma. CB-5083 targets a novel protein that is involved in protein degradation and the proteasome pathway, and inhibits this pathway at a different intervention point than the proteasome inhibitors, Velcade® and Kyprolis®.
Kyprolis® A mechanistically distinct way of inhibiting this critical proteasome pathway may provide benefit for patients who are relapsed and refractory. The lead MMRC sites are Emory University, overseen by Sagar Lonial, M.D., and the University of California, San Francisco, overseen by Jeffrey Wolf, M.D.

Additional Clinical Trials
The MMRF and the MMRC have accelerated more than 50 clinical trials and are currently supporting many trials at various stages of development. For more information about the MMRF’s current research work and research services we can provide, please contact Daniel Auclair, Vice President of Translational Research at researcher@themmrf.org.

The strength of the consortium
The Multiple Myeloma Research Consortium (MMRC) is the first collaborative research model of its kind that brings together academic and community cancer centers with industry to advance innovative phase 1 and phase 2 clinical trials of today’s most promising drug candidates. The MMRC leads a robust clinical network of 21 Member Institutions across the country that work together as one. MMRC Member Institutions are supported by an advanced infrastructure, including a cutting-edge Tissue Bank and IT systems that enable rapid, seamless collaboration.

Sagar Lonial, M.D., Vice Chairman of Clinical Affairs Department of Hematology and Medical Oncology, Winship Cancer Institute, Emory said, “The ability of our myeloma-focused clinicians to rapidly move laboratory data into real-world clinical trials is a real strength of the consortium. New treatments and combinations represent the future of how we will treat myeloma. The strides made just this year will help our patients in their goals to control and ultimately cure the disease,” Dr. Lonial said.

Robust Clinical Pipeline for Multiple Myeloma
The MMRF and the MMRC are supporting a pipeline that pursues the most promising therapeutics to help extend and save the lives of people living with multiple myeloma.

We have prioritized three core approaches to identify treatment options — immunotherapies and antibodies, targeted therapies, and novel mechanisms.

<table>
<thead>
<tr>
<th>Immunotherapies and Antibodies</th>
<th>Targeted Therapies</th>
<th>Novel</th>
<th>Mechanisms</th>
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<tr>
<td>Elotuzumab SAR650984 Siltuxumab</td>
<td>AT7519 GSK21110183 MLN128 OSI906 PD0332991 TKI258</td>
<td>Ixazomib Marizomib Oprozomib</td>
<td>ABT-199 Ibrutinib ARRY520 Panobinostat CB-5083 Selinexor Ganetespib</td>
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New Diagnostic Approaches
- Janssen Diagnostics, LLC, CELLSEARCH® Circulating Tumor Cell (CTC) Test
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Pomalyst®
Revlimid®
Thalomid®
Velcade®
The MMRF goes to Washington
A meeting with key regulatory agencies, industry, academia and patients yields encouraging results.

On October 22nd, the MMRF hosted a workshop in Washington, D.C. to discuss and advance the development of a Multiple Myeloma Master Protocol—a novel clinical trial design that would allow multiple new therapies targeting specific mutations to be evaluated simultaneously, completing in a single trial what would normally require five or more individual studies. This may cut years off traditional approaches, delivering potential breakthrough therapies to patients faster than ever before. More than 80 participants from the U.S. Food and Drug Administration, the National Cancer Institute, the pharmaceutical, biotech and diagnostic industries, academic centers, and the patient community attended the workshop and endorsed a plan to move forward with the development of this novel study protocol.

“Myeloma is an incredibly complex, heterogeneous disease. There is an acute need for new therapies, particularly for patients whose cancer has relapsed,” said Shaji Kumar, M.D., Mayo Clinic College of Medicine. “The evidence suggests that this is the right approach to accelerate the development of targeted treatments. When finalized, this Master Protocol will be a major landmark for the multiple myeloma community.”

The Multiple Myeloma Master Protocol would enable several Phase II clinical trials to take place at the same time but within a single study design. Patients enrolled in the trial would be assigned to an appropriate treatment arm based on a genetic analysis of their cancer. Decisions to advance a drug to Phase III testing in a specific genetic subgroup, or to test a different drug in this subgroup, could be more quickly expedited — with the goal of getting new drugs to patients faster than ever before.

While real progress has been made in the battle against multiple myeloma, there is still more work to do to bring new, effective, personalized treatments to patients. The MMRF is committed to moving the project forward as quickly as possible.
MMRF Research Awards
fund important discoveries

**MMRF Senior Research Awards**
MMRF Senior Research Awards fund cutting-edge basic science and pre-clinical research focused on accelerating the development of novel treatments.

Qing Yi  
The Cleveland Clinic Foundation

Kari Hemminki  
German Cancer Research Center, Heidelberg, Germany

David Toczyski  
University of California — San Francisco (UCSF)

Stephen Nutt  
The Walter and Eliza Hall Institute of Medical Research, Australia

Mike Chapman  
The University of Cambridge, United Kingdom

**MMRF Research Fellow Award**
MMRF Research Fellow Award supports innovative research conducted by talented young investigators working under the supervision of a senior research mentor.

Kim Chan Chung  
University Health Network, Toronto Ontario, Canada

Jens Lohr  
Dana-Farber Cancer Institute

John Simmons  
National Cancer Institute

Eric Smith  
Memorial Sloan-Kettering Cancer Center

In 2014, the MMRF funded $1,375,000 in Senior Research and Research Fellow Awards. The MMRF acknowledges generous contributions from Amgen, Bristol-Myers Squibb, Genentech, Millennium, Onyx, Celgene, and Novartis in support of the awards.
Individual biology
Understanding the genomic underpinnings of individual patients is the goal of the MMRF CoMMpass Study. This groundbreaking study, the cornerstone of the MMRF precision medicine initiative, is designed to profile 1,000 newly diagnosed patients by obtaining their clinical and genomic information at an unprecedented level of detail — from initial diagnosis for at least 8 years — and then linking this data to patients’ clinical responses. By revealing the biological basis of myeloma in this manner, and the disease’s response to treatments, it will accelerate new and even more effective therapies for patients, and perhaps the beginning of cures for many subtypes.

Progress report
The MMRF CoMMpass study is making enormous progress thanks to all the inspiring patients and researchers who have joined it. Highlights of the study include the following:
- 1,211 patients have been screened
- 743/1,000 active patients are enrolled*
- 84 research sites are enrolling patients in the U.S., Canada and Spain
- CoMMpass data is reviewed and analyzed every six months; the 6th Interim Analysis has been completed, which includes clinical data for 626 patients, and 363 patients with full genomic profiling results
- CoMMpass data (clinical and genomic) from interim analyses 1–4 are included in the MMRF Researcher Gateway which can be accessed by researchers around the world
- Data and material sharing collaborations will be initiated in December 2014 allowing CoMMpass to “piggyback” on other trials

*As of November 1, 2014
Data Update

We anticipated:

- A wide spectrum of different myeloma subtypes at initial diagnosis
- A variety of treatment approaches
- A small proportion of patients with complex mutation patterns

We are seeing:

- Over 10,000 mutations, or mutation combinations; myeloma is a heterogeneous type of cancer
- Six treatment approaches predominate in first-line treatment for myeloma patients, with bortezomib-lenalidomide-dexamethasone prevailing as the most commonly used therapeutic regimen (~60% of cases)
- Patients are responding well — medications are holding a majority of patients’ disease in check for at least three years, and counting
- Some unique mutations and mutational patterns not previously discovered, or if discovered, not previously confirmed, until now

The findings of the CoMMpass Study™ are placed on a public portal (the MMRF Researcher Gateway). The resulting data set will be the largest, most comprehensive catalog of multiple myeloma including the largest set of whole genome sequences. It will provide far more information than is possible from many current cancer tissue banks that typically include one sample per patient.

It is yet another way we are curing cancer.
The Elseys Announce a $1 Million Matching Campaign
Precious Cat founders Dr. Bruce and Kathy Elsey donation establishes a fund to accelerate a cure.

A new initiative from committed and creative supporters
The Elseys, longtime supporters of the MMRF, will match contributions of the MMRF community by 100% up to $1 million before the end of 2014. The gift establishes Dr. Elsey’s Fund to Cure Cancer.

“Our family has cancer,” he says. “We feel blessed that our family can support Kathy Giusti’s much larger family that also has multiple myeloma. Kathy Giusti’s family is the MMRF and they are working tirelessly to quickly find a cure.”

A transformative commitment
This new initiative from the Elseys is not the first time they’ve provided generous support to the MMRF.

When Kathy Elsey was diagnosed with multiple myeloma in 2009, she and Dr. Bruce Elsey wanted to do everything they could to attain a cure. Already generous philanthropists, the Elseys decided to make a transformative commitment to the MMRF and began donating a portion of purchases of their Precious Cat Litter products to the MMRF.

#CatsAgainstCancer
In addition to the current challenge, the Elseys have partnered on a campaign to raise awareness and funds for myeloma research. The campaign, #CatsAgainstCancer, spans Facebook, Twitter and Instagram using the Photala photo sharing platform to enable users to share their individual experiences and support the campaign’s mission. As part of the campaign, users can download a coupon from the campaign landing page that allows them to save $3 on their next purchase of a 40-pound bag of Precious Cat Ultra Litter. For every $3 saved, Precious Cat will donate $3 to MMRF.

A strong partnership
The Elseys have funded nearly $7 million to help discover and advance numerous new drugs into MMRC clinical trials, and to fuel the Precision Medicine Program featuring the CoMMpass Study, the MMRF Researcher Gateway and the MMRF CoMMunity Gateway. 2014 marked the fourth year of this collaboration.

“Kathy and Bruce’s visionary leadership and inspirational support of the MMRF’s scientific and patient programs have enabled advances that would otherwise not be possible,” said Walter M. Capone, Chief Executive Officer and President of the MMRF. “In addition, they have inspired further support through generous contributions from thousands of other donors. The establishment of Dr. Elsey’s Fund to Cure Cancer will allow us to drive closer than ever towards a cure.”

Kathy and Dr. Bruce Elsey with their grandchildren.
The Linda Rodgers Emory Fund

$1 million gift establishes a fund for accelerating immunotherapy in multiple myeloma.

Linda Rodgers Emory, a longtime supporter of the MMRF and multiple myeloma patient, has made a generous donation of $1 million. This funding will help expedite a pipeline of immunotherapeutic agents to benefit myeloma patients, and enable critical research into the basic biology and mechanisms of immune response in myeloma.

“I made this gift to the MMRF to help build and support the best portfolio of immunotherapeutic agents possible,” said Ms. Emory. “I am confident that the MMRF will assemble the best scientists and researchers from around the world to focus on this exciting area of cancer research and work diligently to speed clinical trials of promising new approaches to benefit all multiple myeloma patients.”

Although it is not entirely clear how immunotherapy treats cancer, it is thought to stop or slow the growth of cancer cells, or stop cancer from spreading to other parts of the body, helping the immune system increase its effectiveness at eliminating cancer cells. Tremendous strides are being made in other cancers using these types of approaches, including trials presented at the Annual American Society of Clinical Oncology (ASCO) Meeting. This funding will be used to rapidly advance trials into the clinic.

“Linda Rodgers Emory has provided profound philanthropic leadership to advancing myeloma research and drug development over the years, for which we are extremely grateful,” Kathy Giusti said. “This contribution will help us build the most robust pipeline of immunotherapeutic agents for myeloma, and will allow us to build collaborations with experts in immune biology in myeloma and in other cancers.”

The power of immunotherapy

Immunotherapy leverages the power of the best disease-fighting machine ever created — the human immune system — to identify, target, and overcome threats to our body. By using proteins and other compounds made by the body or developed in the laboratory, we are discovering new ways to activate, train and strengthen the immune system to recognize and shut down cancerous cells. By permitting the immune system to increase its effectiveness, patients may be able to avoid more toxic and debilitating therapies. The MMRF is building a robust pipeline of immunotherapeutic approaches from novel antibodies to modified immune-system cells to vaccine-based therapies that precisely target myeloma.

Linda Rodgers Emory, philanthropist, MMRF supporter, and multiple myeloma patient.
Leadership News

The MMRF welcomes three new cancer fighters

Fiona An, M.D., Senior Vice President of Clinical Research

Fiona is a global clinical research and development professional with significant experience in oncology and hematological malignancies in both academia and the pharmaceutical industry. She recently joined the MMRF from Pfizer, Inc., where she worked as a Senior Director of Global Oncology Clinical Development.

Fiona began with molecular biology and preclinical oncology research at the Chinese Center for Disease Control and Prevention, the University of Chicago, and the Scripps Research Institute, then expanded into oncology clinical research and drug development at Pfizer.

Prior to Pfizer, Fiona worked in Business Development and New Products Marketing at Forest Laboratories, Inc., as well as product management in Global Strategic Marketing at Janssen (Johnson & Johnson) for Velcade.

Fiona has an M.D. from Beijing Medical University, an M.S. from the University of Chicago (concentration in Cancer Biology), and an M.B.A. from Stern School of Business at New York University.

Daniel Auclair, Ph.D., Vice President of Translational Research

Daniel, who managed the MMRF Multiple Myeloma Genomics Initiative from 2007-2010, rejoined the company in 2013 after three years at the Broad Institute of MIT and Harvard.

As senior leader in the Cancer Program at the Broad Institute, Daniel was involved with a wide range of academic and industry collaborations centered around cancer genomics and personalized medicine.

Prior to this, he spent a decade in the pharmaceutical industry, most notably at Bayer Healthcare where he led a number of cancer drug discovery efforts.

Daniel holds graduate and postgraduate degrees in Biochemistry and Nutrition from the University of Montreal and conducted postdoctoral studies at the Dana-Farber Cancer Institute/Harvard Cancer Center.

Sharon Saias, Senior Director of Marketing

Sharon’s marketing career spans more than 25 years, with both client and agency experience in consumer and B-to-B marketing across a wide range of industries. Prior to joining MMRF, Sharon served as Director of Marketing at Frontier Communications, Senior Brand Manager with Kraft Foods, and Digital Marketing Manager at illycaffè. She previously ran her own consulting business where she served both agency and corporate clients, and included such companies as Communications Plus, AMBI/CardiaNutrition, IBM, Lucent Technologies, and Reader’s Digest.

Sharon began her career at Ogilvy & Mather where she managed such high-profile accounts as AMEX, AT&T and Vanguard Financial Services. Sharon received her B.B.A. in Marketing from Hofstra University.
Alicia O’Neill, Director of Endurance Events, walks the walk — and runs the races.

When Alicia O’Neill founded the MMRF Endurance Events program in 2007, her first project was the New York City Marathon. Twenty MMRF Team for Cures members raised $125,000 and “we were on our way,” she says. In 2008, 63 runners ran eight world-class races, including the Boston and Chicago marathons. “That first ‘real year’ of a full program, we raised $325,000.”

This year, MMRF Endurance Events raised more than $3 million with over 1,000 participants in 20 events. Success comes, in part, from the enthusiasm, creativity, and energy of Alicia and her staff, Jane Hoffmann and Kelley Ward.

“I love the relationships, the ideas, building new programs into franchises,” Alicia says. Perhaps most inspiring is the kind of outcome she experienced in the first MMRF association with an IRONMAN® triathlon. “70 percent of the people on the team had never heard of the MMRF when they signed up,” she explains, “and we wound up raising more money with that event than any event ever.” More important, “we created incredible ambassadors who will continue to support us in other events.”

Marathons, triathlons, and other endurance events often sell out fast, and athletes who want to compete gain entry by joining an official charity team. When they become part of Team for Cures, they agree to fundraise at a certain level and “they learn about us,” says Alicia. “Over time, they become our champions.” In the last IRONMAN event, they raised more than $8,000 per person. “They become connected to us, and excelled.”

MMRF Endurance Events have grown from that first New York City Marathon to include U.S. and international marathons, cycling events, triathlons, and more. The MMRF is the Official Charity Partner of 2015 IRONMAN Lake Placid and next year will add the Spartan Race™ in Citi Field and Fenway Park as well as a couple of Ragnar® Relay races. In addition, there are plans for a 10-mile kayak event across Long Island Sound. But, Alicia emphasizes, you don’t have to be a super athlete to get involved. 2015 will also introduce the Fifth Avenue Mile, one of the crown jewels of the New York Road Runners, and will, of course, continue to offer the traditional 5K Walk/Runs in which supporters of all ages participate.

“We want to mix things up and give our supporters lots of different ways to participate, and keep it fun and interesting,” she says.

Alicia keeps things interesting for herself, too. “I have done an event for the MMRF team every year: NYC Marathon, Boston, London, Marine Corps Marathon, and most recently, Berlin. I think it’s important to “walk the walk” (or run the run!). Almost always, I am the top fundraiser on the team.”
The MMRF Fall Gala Is a Glittering Success

1. New Orleans jazz filled the air.
2. Left to right: Paula and Warren Berliner, Lori and Joe Dobrin
3. W. Dana LaForge and Kathleen McCabe
4. Elizabeth and Traver Hutchins
5. Left to Right: Linda Miller, Karen Siebert, Hoda Kotb, Karen Andrews, Anna Povinelli, Julie Church
The premier fundraising event of the MMRF brought in more than $2,600,000 that will significantly help to fuel the research that will cure multiple myeloma.

The event, Fairfield County, Connecticut’s largest fundraiser, was attended by more than 1,100 people, including many celebrities and the nation’s most prominent business executives and high-impact philanthropists.

Brian Williams, Anchor and Managing Editor of NBC Nightly News, served as Master of Ceremonies. Tom Brokaw, Special Correspondent for NBC News and multiple myeloma patient, was awarded the MMRF Spirit of Hope Award, and William N. Hait, M.D., Ph.D., received the MMRF Corporate Chair Award. Dr. Hait is Global Head of Research and Development at Janssen Research Development, LLC.

World-class entertainment was provided by Wynton Marsalis, the internationally acclaimed musician, composer, bandleader, educator, and Managing and Artistic Director of Jazz at Lincoln Center.

“Hosting this event is extremely gratifying,” says Walter M. Capone, Chief Executive Officer and President of the MMRF. “The money we raise is critical to developing the next generation of genomic and immunotherapeutic treatments as we move closer to discovering the cure for myeloma. We greatly appreciate the enthusiasm, support and generosity of all who participated.”

1. Left to right: William N. Hait, M.D., Ph.D., Brian Williams, Tom Brokaw, Kathy Giusti, Wynton Marsalis, Walter M. Capone
2. Skip Brevis Band
3. Wynton Marsalis
4. David Letterman
5. Brian Williams
April was an encouraging month for the MMRF. That is when more than 400 business, healthcare and community leaders attended the 12th Annual Multiple Myeloma Research Foundation Chicago Awards Dinner to honor legendary NFL player, head coach and broadcaster Mike Ditka. The event raised more than $800,000, which will help extend patients’ lives and accelerate new treatments leading to a cure for multiple myeloma.

Mr. Ditka was presented with the MMRF Courage and Commitment Award by the 2012 MMRF Spirit of Hope Award Honoree, Pat Williams, Senior Vice President of the NBA’s Orlando Magic.

"By funding valuable cancer research and breaking down barriers in cancer research," Mr. Ditka said, "countless patients will be able to get treatments faster and one day the MMRF will find a cure. I am honored to be recognized by the MMRF, an innovative organization that helps so many cancer patients."

Connie L. Lindsey, Executive Vice President and Global Head of Corporate Social Responsibility and Global Diversity & Inclusion at Northern Trust, Chicago, served as the event’s Patient Family Speaker.

"I am here this evening with a heart filled with gratitude and a sense of urgency," said Ms. Lindsey. "I am grateful for the MMRF and to Kathy Giusti whose indefatigable pursuit of excellence and collaborative scientific research transformed the approach to treatment options for myeloma patients."

The event was also attended by notable Chicago guests including Derrick Blakley, General Assignment Reporter at CBS 2 Chicago and a multiple myeloma patient, and Lester Knight, Founding Partner and Co-Chairman of RoundTable Healthcare Partners.

"We are truly grateful for the remarkable support shown tonight by our speakers Bonnie Hunt, Mike Ditka and Connie Lindsey," said Walter M. Capone, MMRF Chief Executive Officer and President. "Together we are playing a vital role in the development of new and improved treatments for cancer patients."

1. Pat Williams, Walter M. Capone, Connie Lindsey, Kathy Giusti, Bonnie Hunt, Mike Ditka
2. Mike Ditka
3. The Rosengarden Family with Mike Ditka
4. Pat Williams
5. Ryan Anthony
6. Connie Lindsey
Fran Drescher was the honoree at the 12th Annual Multiple Myeloma Research Foundation Laugh for Life: New York evening held in May. Susie Essman, stand-up comedian, actress, writer, television producer, and voice artist, served as headliner for the comedy event. Michael Reinert, Partner at Fox Rothschild LLP and a member of the MMRF Board of Directors, was the evening’s Master of Ceremonies. They were joined by more than 625 tri-state area business, healthcare and community leaders who raised $700,000 to benefit the innovative research conducted by the MMRF.

“The MMRF Laugh for Life event provides us the opportunity to honor all who are united in our mission to cure myeloma, but especially the courage of patients, their families and friends,” said Walter M. Capone, Chief Executive Officer and President of the MMRF. “Thanks to those who inspire and support events like ‘Laugh,’ we are able to accelerate new and even more effective therapies for patients and advance cutting-edge research through our partnerships with the best scientists, researchers and clinicians in institutions and companies worldwide.”

“The MMRF is known for bringing great researchers, scientists and the multiple myeloma community together for a common cause, developing a plan to achieve that cause, and staying with it until the goal is achieved,” said Joel Beetsch, Vice President of Global Patient Advocacy at Celgene Corporation. “Celgene is proud to partner with the MMRF on behalf of the many, many patients and families it serves.”

“No organization is doing more to shape the future of cancer research.”

— Fran Drescher

1. Elizabeth Hutchins
2. Walter M. Capone, Fran Drescher, Michael Reinert, Aviva Drescher, Anne Quinn Young
3. Susie Essman
4. Fran Drescher, Sherri Lippman, Sue Korn, Cindi Stern
5. Skip Brevis Band
6. Aviva Drescher, Michael Reinert
San Francisco

Honorary Race Co-chairs:
Dr. Tom Martin and Dr. Jeffrey Wolf,
University of California San Francisco

Attendees: ............................................ 750
Funds Raised: .............................. $225,633
Top Team:  Team Susie.............. $26,196
Top Individual:  Jack Aiello ....$45,606

Spirit of Hope Honorees:
Susie Castillo-Robson
and Robert Robson

After Susie was diagnosed with multiple myeloma, she said, “I wanted my years to matter. We decided the MMRF 5K Walk/Run fit the bill for truly making an impact because the MMRF spearheads such important and urgent work.”

Boston

Honorary Race Co-chairs:
Dr. Paul Richardson, Dana-Farber Cancer Institute and Dr. Michael Vasconcelles, Millennium, Takeda Oncology Company

Attendees: ............................................ 1,829
Funds Raised: .............................. $360,576
Top Team:  Team Multiple Miracles............ $22,075
Top Individual:  Paul Carter ....$18,560

Spirit of Giving Award:
Maureen Willard
Hurley Nation......................... $11,747

Spirit of Hope Honorees:
Allan Osborne

When Allan and his wife Deb realized that the drugs responsible for Allan’s remission were due to the work of the MMRF, they wanted to help the research move forward. The Osbornes and their friends have participated in every event since 2010.
Chicago

**Honorary Race Co-chairs:**
Dr. Andrej Jakubowiak and Dr. Todd Zimmerman, The University of Chicago Medicine

**Attendees:** ........................................ 1,791
**Funds Raised:** .................................. $539,340
**Top Team:** 410 for Jill .................. $78,225
**Top Individual:**
Hal Anderson ........................................... $17,390

**Spirit of Hope Honoree:**
Eli Coustan
Eli got involved with the MMRF so that he could help raise awareness and funds to cure multiple myeloma to save his uncle Brad. Eli also decided that he would prefer to have his friends and family donate to the MMRF rather than give him presents for his seventh birthday in August. Whenever anyone asks why he is fundraising, he always gives the same simple response, “I want to help save Uncle Brad.” Eli raised $14,363 for the MMRF.

Twin Cities

**Honorary Race Co-chairs:**
Dr. Shaji Kumar, Mayo Clinic

**Attendees:** ........................................ 1,134
**Funds Raised:** .................................. $170,336
**Top Team:** TEAM TIR(ED) .......... $20,793
**Top Individual:**
Ericka Johnson ........................................... $1,980

**Spirit of Hope Honorees:**
Team Jeffy C & TNT
This courageous and growing team, which has become very active in the multiple myeloma community, works in support of all cancer patients, and specifically in honor of Jeff Carlson and Nate Tatarek. The MMRF 5K is a time for Jeff and Nate’s families to come together and remember Jeff who, sadly, passed away in 2012 at the young age of 34, and honor Nate (coincidentally a friend and co-worker of Jeff’s) who continues to fight this disease daily.

Tri-State (CT, NJ, NY)

**Honorary Race Co-chairs:**
Kathy Giusti and Walter M. Capone, MMRF

**Attendees:** ........................................ 1,263
**Funds Raised:** .................................. $343,400
**Top Team:**
Team Better Days ...................... $108,830
**Top Individual:**
Gary Heinze ................... $11,418

**Spirit of Hope Honorees:**
Megan Parker
Megan started fundraising for the MMRF to support her mother and continues to fundraise after her death. On long runs, she would break down in tears thinking about her. “There is nothing more motivating than stopping someone else from feeling that pain. We must find a cure.”

**MMRF Courage and Commitment Award Recipient:**
Mark Herzlich, New York Giants linebacker and bone cancer survivor

After his diagnosis in 2009, Herzlich was told he would never play football again, and that his survival odds were 10 percent. Two years later, he was a member of the Super Bowl XLVI Championship Giants team. Herzlich shared his inspirational story and signed hundreds of copies of his new book, *What It Takes: Fighting for My Life and My Love of the Game* at the race.
200 Miles Towards a Cure

Super-supporter and ultra-runner Eric Gelber, who has raised more than $470,000 since 2008 via various ultramarathon events, raised the bar even higher this year by attempting to run 200 miles, in New York City’s Central Park, Friday, Sept. 19 to Sunday 21. With the support of Celgene Corporation, who recruited 33 employees to serve as “lap captains,” Eric ran for an amazing 56 hours, raising over $215,000. Hundreds of runners joined him during the course of the two-plus days, including scores of multiple myeloma patients who walked or ran with him to show gratitude and support. Eric’s effort was part of the MMRF Your Own Race program, where athletes can take on an athletic adventure or race of their choosing.

Challenging endurance events raised over $3 million in 2014.

IRONMAN® Lake Placid

110 athletes raised $865,000 in the prestigious IRONMAN Lake Placid triathlon in July. The MMRF is the exclusive charity partner of IRONMAN Lake Placid, one of the most popular IRONMAN races. Triathletes completed the 2.4-mile swim, 112-mile bike ride and 26.2-mile marathon to cross the finish line and hear those magic words, “You are an IRONMAN.” And six MMRF athletes earned a spot in the IRONMAN World Championships in Kona, HI, the ultimate goal for triathletes. Visit our website to see how the IRONMAN program is expanding in 2015.

Mark St. John took time between jobs to hike the entire Appalachian Trail, a five-month journey that resulted in over $10,000 raised for the MMRF. Mark made his epic journey to honor his friend Paula Guerin, who lost her battle with multiple myeloma in 2011.

New in 2015:

- Spartan Stadium obstacle races in Citi Field and Fenway Park. VIP experience for individuals and corporate teams.
- Ragnar Relays — 12-person, 200-mile running experiences are on the bucket list for many runners.
- Kayak for a Cause — 100 kayakers will cross Long Island Sound.

Learn more and get involved: themmrf.org/TeamForCures

Glenn Pagan, IRONMAN® World Championships, Kona, HI.
Independent events

Amazing families put their passion to work and hosted more than 90 events that raised close to $1 million for the MMRF in 2014.

Crawfish for Cancer

Crawfish for Cancer (CFC Inc.) was founded by James Crowell, whose father, Lieutenant Colonel Lorenzo Mayo Crowell, USAF, Retired, passed away as a result of multiple myeloma in March 2014.

Fellow Williams College alumni and cofounders Peter Vecchio, Michael Graham and Scott Johnson helped James launch CFC in 2008. Their idea was to provide events that cater to young professionals and engage a new generation of philanthropists. The goal was to raise awareness and funds for multiple myeloma research.

CFC has grown from one event held each May in New York City to six events across the country in Atlanta, Boston, Chicago, D.C., New York City and San Francisco. Hundreds of pounds of Louisiana crawfish are served along with beer, wine and signature cocktails, with live music throughout the day.

The MMRF has received more than $150,000 over the past five years and $80,000 for CFC’s 2014 events. The 2015 Crawfish events promise to be even bigger with a season kick-off event in Charleston, SC on April 11, 2015.

Second Annual #bradstrong Golfs Against Cancer to Benefit the MMRF

Golf is a popular way to fundraise for the MMRF. In 2014, over 20 golf tournaments were hosted across the country, raising more than $400,000 for critical myeloma research.

The tournament that had the biggest growth this year was hosted by Brad Coustan, who was diagnosed with multiple myeloma in 2012.

The #bradstrong Golfs Against Cancer Golf Outing to Benefit the MMRF is held in Scotts Plains, New Jersey with over 140 golfers and about 200 participants. The event doubled its revenue this year, raising over $51,000 for the MMRF.

Brad Coustan and family.
The MMRF has a compelling story to tell
And the world wants to hear it.

*Fortune Magazine*


*Harvard Business School Club of New York*

In May, the largest alumni chapter of the Harvard Business School (HBS) awarded the John C. Whitehead Social Enterprise Award to Kathy Giusti in recognition of her profound commitment to social enterprise.

*More Magazine*

The July issue of *More Magazine* featured Kathy Giusti in an article entitled, “One of These Women Might Save Your Life.” The article cited Kathy for “speeding up the pace of cancer research” and provided a crystal clear explanation of how the MMRF has achieved so much in such a short time.

*FasterCures’ Innovator Spotlight*

In July, FasterCures, a Center of the Milken Institute, interviewed Walter M. Capone as one of the “people driving some of the most promising consortia in medical research.” Walter’s interview is part a series that comprises FasterCures’ Consortia-pedia project, which dissects the research-by-collaboration model and aims to establish a framework that can be applied broadly.

*Wired Magazine*

The August issue of *Wired Magazine* carried an article written by Kathy Giusti titled “Cancer Research: Not a One-Size-Fits-All Approach.” Kathy wrote about recent advances in genome sequencing technologies and super computers making it possible to “ferret out the genetic mutations and other molecular abnormalities that underlie certain cancers.” Kathy went on to explain that “this information is one of the most important resources cancer patients can have because it can allow doctors to tailor treatments to the unique aspects of their cancer.”

To read more, visit themmrf.org/stories
## 2015 Calendar of Events

### MMRF Signature Events

| Spring 2015 | MMRF Chicago Awards Dinner | Chicago, IL |
| October 24, 2015 | MMRF Annual Fall Gala | Greenwich, CT |

### MMRF Endurance Events

| March 15, 2015 | New York City Half Marathon | Register Online |
| March 22, 2015 | Quintiles Marathon and Half Marathon | Register Online |
| April 20, 2015 | Boston Marathon | Register Online |
| April 26, 2015 | Virgin London Marathon | Register Online |
| April 26, 2015 | Big Sur International Marathon | Register Online |
| May 3, 2015 | TD Five Boro Bike Tour | Register Online |
| May 9, 2015 | Santa Barbara Wine Country Half Marathon | Register Online |
| May 9, 2015 | Spartan Citi Field Sprint (Stadium) | Coming Soon |
| June 7, 2015 | Escape from Alcatraz | Register Online |
| June 27, 2015 | Kayak for a Cause | Coming Soon |
| July 19, 2015 | New York City Triathlon | Register Online |
| July 26, 2015 | IRONMAN® Lake Placid | Register Online |
| August 16, 2015 | IRONMAN® Mont Tremblant | Register Online |
| September 29, 2015 | BMW Berlin Marathon | Register Online |
| September 2015 | Ragnar Relay D.C. | Coming Soon |
| September 2015 | Fifth Avenue Mile | Coming Soon |
| October 10, 2015 | IRONMAN® World Championship Kona | Register Online |
| October 11, 2015 | Bank of America Chicago Marathon | Register Online |
| November 1, 2015 | TCS New York City Marathon | Coming Soon |
| November 15, 2015 | Spartan Fenway Park Sprint (Stadium) | Coming Soon |

### MMRF 5K Walks/Runs

| March 2015 | San Francisco | San Francisco, CA |
| April 2015 | Boston | Boston, MA |
| May 2015 | Atlanta | Atlanta, GA |
| June 2015 | Tri-State (CT, NJ, NY) | New Canaan, CT |
| September 2015 | Chicago | Chicago, IL |
| September 2015 | Twin Cities | St. Paul, MN |
| October 2015 | New Jersey/New York | TBD |
| November 2015 | Philadelphia | Philadelphia, PA |
| November 2015 | Washington, D.C. | Fort Washington, MD |

### Clinical Insights in Multiple Myeloma

| April 2015 | Chairs: Drs. Paul Richardson & Kenneth Anderson Dana-Farber Cancer Institute | Boston, MA |
| May 2015 | Chair: Drs. Sagar Lonial & Jonathan Kaufman Winship Cancer Center | Atlanta, GA |
| June 2015 | Chair: Dr. Sundar Jagannath Mt. Sinai Hospital | New York, NY |

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.

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**Multiple Myeloma Research Foundation**

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  - Senator Kay Bailey Hutchison

- **Clinical Insights in Multiple Myeloma Chairs:**
  - Drs. Paul Richardson & Kenneth Anderson
  - Dana-Farber Cancer Institute
  - Boston, MA

- **MMRF 5K Walks/Runs**
  - March 2015: San Francisco, CA
  - April 2015: Boston, MA
  - May 2015: Atlanta, GA
  - June 2015: New Canaan, CT
  - September 2015: Chicago, IL
  - October 2015: St. Paul, MN
  - November 2015: Philadelphia, PA
  - November 2015: Fort Washington, MD

- **MMRF Signature Events**
  - Spring 2015: MMRF Chicago Awards Dinner
  - October 24, 2015: MMRF Annual Fall Gala

- **MMRF Endurance Events**
  - March 15, 2015: New York City Half Marathon
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- **The MMRF Online**

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we are curing cancer

THIS CAMPAIGN WILL ENABLE US TO ACCOMPLISH AS MUCH IN THE NEXT THREE YEARS AS WE HAVE IN THE PAST DECADE.

We are fueling the development of treatments that have real promise for patients who don’t have time to waste. We have built a strong foundation and a proven network that is ready to leverage new science and technology to further accelerate success. This is a very special moment in time. The impact of each dollar will be exponentially magnified by our momentum. All of our needs are immediate and the return on the investment will be realized equally fast.

PLEASE SUPPORT THE MMRF NOW CAMPAIGN.
DONATE AT THEMRF.ORG