



## The Colon Cancer Alliance Teams up with Joan Lunden for Amgen Sponsored Workshop Series Designed to Provide Support to Patients and Caregivers

March 5, 2008

### The 2nd Annual Workshop Program is Part of Education Effort Launched During March's Colorectal Cancer Awareness Month

WASHINGTON & THOUSAND OAKS, Calif., Mar 05, 2008 (BUSINESS WIRE) -- The Colon Cancer Alliance (CCA) and Amgen (NASDAQ:AMGN) today announced that journalist and best-selling author, Joan Lunden, will partner with the CCA for "Conversations about Colorectal Cancer," a series of seminars focused on providing support and educational resources for colorectal cancer patients and their caregivers. The seminar series, first launched in late 2006, is made possible by an educational donation from Amgen.

In 2008, "Conversations About Colorectal Cancer" will travel to several cities across the country allowing attendees to hear from thought-leading physicians on the latest treatment advances. The events are free and provide patients and caregivers the opportunity to share their experiences and support one another in their battle against colorectal cancer in an interactive forum.

"The fight against colorectal cancer often leaves patients feeling isolated and overwhelmed by the choices they have to make around treatment options," said Tim Turnham, Ph.D., Chief Executive Officer, Colon Cancer Alliance. "'Conversations about Colorectal Cancer' is an opportunity for patients to find community with other patients, and to interact with doctors who are at the cutting edge of care for this disease. We are deeply grateful to Amgen for making these conversations possible, and are thrilled that Joan Lunden is teaming up with us for these events."

Joan Lunden, who grew up as the daughter of a physician, believes that the most fulfilling part of her job as co-host on Good Morning America was keeping people informed and motivated to take charge of their health. It's something she still very passionate about. "Cancer is one of the scariest words anyone can ever hear from a doctor," said Lunden. "I am so happy to be part of a program that empowers patients living with colorectal cancer by providing them with the information they need to maintain a dialogue with their physicians."

Upcoming seminars are planned at Moffitt Cancer Center in Tampa, FL on Saturday March 8th, Duke Comprehensive Cancer Center in Durham, NC on Saturday April 5th and Fred Hutchinson Cancer Research Center in Seattle, WA on Saturday April 12th. Seminars are also being planned for Houston, TX, New York, NY and Los Angeles, CA. To obtain more information and register for one of the seminars, patients and their loved ones may call 1-877-422-2030 or visit the CCA Web site at [www.ccalliance.org](http://www.ccalliance.org).

#### About Colorectal Cancer

Although more Americans have become aware of colorectal cancer in recent years, one person still dies of the disease every nine minutes. Colorectal cancer is the third most diagnosed cancer in the United States (U.S.). In fact, one in 18 people in the U.S. will develop colorectal cancer in their lifetime, yet if caught early, it is one of the most curable cancers. The American Cancer Society estimated that 153,760 new cases of colorectal cancer were diagnosed in the U.S. in 2007; an estimated 52,180 also died from colorectal cancer.

#### The Colon Cancer Alliance

The Colon Cancer Alliance (CCA) is a national patient advocacy organization, with chapters located across the country, and the official patient support partner of Katie Couric's National Colorectal Cancer Research Alliance (NCCRA). CCA is dedicated to ending the suffering caused by colorectal cancer. The CCA brings the voice of survivors to battle colon cancer through patient support, education, research and advocacy. CCA invites any and all organizations, government agencies, members of the medical community and individuals impacted by this disease to add their voices by joining CCA in their determination to eradicate colorectal cancer. The CCA's toll-free helpline is 1-877-422-2030, or visit the Web site at [www.ccalliance.org](http://www.ccalliance.org).

#### About Amgen

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit [www.amgen.com](http://www.amgen.com).

SOURCE: Amgen

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