



Edie Falco and Cynthia Nixon Appear in New Stand Up To Cancer(TM) PSAs Designed to Educate Cancer Patients About the Importance Of Lowering One's Risk of Infection During Treatment

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LOS ANGELES, Sept. 10 /PRNewswire/ -- Award-winning actresses Edie Falco and Cynthia Nixon appear in a new Stand Up To Cancer(TM) (SU2C) public service campaign to educate cancer patients and their loved ones about the increased risk of infection during cancer treatment and the importance of learning how to manage one's risk.

Often patients are overwhelmed with medical information once they have been diagnosed with cancer. Many do not fully understand the risk of infection during chemotherapy and the potential impact it has on one's overall treatment success. The campaign's goal is to encourage cancer patients and their caregivers to actively work with their physicians to learn what can be done to lower the risk of infection before starting chemotherapy.

"Learning you have cancer comes as a complete shock and, at first, makes you feel powerless," says Falco, SU2C ambassador and cancer survivor. "You really need to take control early. It is important to work with your team of physicians at the outset to understand how to minimize your risk of infection and stay strong throughout your treatment plan."

"Being told that you have cancer is devastating," adds Nixon, SU2C ambassador and cancer survivor. "But you need to stay empowered. Through this Stand Up To Cancer campaign, we hope to encourage cancer patients and their loved ones to get all the facts, including how you can minimize the risk of infection during treatment."

The public service campaign, "Manage Your Treatment," includes both print and broadcast announcements, and was created by Stand Up to Cancer(TM) with support from Amgen. Starting this fall, the 30- and 60-second broadcast spots will begin airing and the print version of the PSA will appear in major women and lifestyle magazines. The PSA directs people to www.manageyourtreatment.com for more information.

Cancer patients are at higher risk for infection due to a compromised immune system caused by both the cancer itself and, often, by chemotherapy treatment. Neutropenia, a low white blood cell count, is a common and potentially dangerous side effect of chemotherapy. It can lead to a heightened risk of infection that can require hospitalization and be life-threatening. Each year, 60,000 cancer patients are hospitalized for chemotherapy-induced neutropenia. Neutropenia also can disrupt chemotherapy treatment, including both dose delays and dose reductions, which -- for certain types of cancer -- may impede a patient's ability to achieve the best long-term results.

ABOUT STAND UP TO CANCER(TM)

The Stand Up To Cancer initiative was created in 2008 to accelerate groundbreaking cancer research that will get new therapies to patients quickly and save lives. SU2C's goal is to bring together the best and the brightest in the cancer community, encouraging collaboration instead of competition. By galvanizing the entertainment industry, SU2C creates awareness and builds broad public support for this effort. Stand Up To Cancer is a program of the Entertainment Industry Foundation, the 501(c)(3) tax-exempt organization that serves as the collective philanthropy for the television and film businesses. Visit standup2cancer.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.

Amgen is a proud partner with Stand Up to Cancer(TM) as part of the company's ongoing commitment to advances in cancer treatment. Amgen believes this partnership not only provides additional needed funds for cancer research, but also demonstrates that joining forces is essential to fighting and overcoming this disease.

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