



CURE Magazine Teams up with Amgen Oncology and Breakaway from Cancer® to Launch 2012 Extraordinary Healer Award for Oncology Nursing

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DALLAS & THOUSAND OAKS, Calif. --(Business Wire)-- For the sixth consecutive year, [CURE magazine](#) is calling on cancer patients, survivors, and caregivers from across the country to submit essays for the 2012 Extraordinary Healer Award for Oncology Nursing. The contest, made possible with financial support from Amgen Oncology and *Breakaway from Cancer*®, invites patients and their families to submit a 400 to 1,000 word essay describing the compassion, expertise, and helpfulness a special oncology nurse exhibited towards them during their cancer journey. Submissions can be made online at www.curetoday.com/healeraward or by mail and will be accepted through 11:59 p.m. CT on March 21, 2012.

"Each year, we ask our readers to share a bit of themselves with us-to share a story about an oncology nurse who went above and beyond for them and their families. Each year, we tell ourselves that the essays we receive will never be better than those from years past. But, each year, we are filled with emotion and amazement as hundreds of touching, funny, heartbreaking, intimate essays pour into our offices," says Susan McClure, cancer survivor and publisher of *CURE*. "This program is definitely one of the highlights of the year for the *CURE* team."

Once the contest closes on March 21, a team of judges comprised of the *CURE* staff will select the top three essays. The three nurse finalists and their essayists (plus one guest each) will receive round-trip airfare and two-night accommodations in New Orleans, where they will be honored at a reception held in conjunction with the Oncology Nursing Society's 37th Annual Congress on May 3, 2012. During the awards reception, one nurse will be presented with the 2012 Extraordinary Healer Award for Oncology Nursing and will also receive an all-expenses-paid spa trip for two.

Since the contest's inception in 2007, more than 900 nurses have been nominated for the Extraordinary Healer Award. The 15 finalists, including both nurses and essayists, that *CURE* has encountered over the past five years have included both men and women, adults and children, all representing a variety of regions including Virginia, Texas, New York, Ohio, Pennsylvania, Florida, Missouri, Wisconsin, Georgia, and North Carolina.

"Oncology nurses continue to amaze me with the commitment they show to their patients," says Kathy LaTour, cancer survivor and editor-at-large of *CURE*. "Across the country, our readers write about how these nurses have made such a difference in their lives, transforming terrible situations into something manageable-through love."

2012 marks the second year that Amgen Oncology and the *Breakaway from Cancer* initiative have sponsored the Extraordinary Healer Award, but the countless synergies between the two organization's missions and the goal of the Extraordinary Healer Award are obvious. Founded in 2005 by Amgen, *Breakaway from Cancer* is a national initiative to increase awareness of important resources available to people affected by cancer -- from prevention through survivorship.

"Amgen is passionate about helping people who are battling cancer - through our pioneering science and programs like *Breakaway from Cancer*," said Stuart Arbuckle, vice president and general manager, Amgen Oncology. "*Breakaway from Cancer* was created out of the belief that one person alone can't beat cancer, it takes a team. Oncology nurses are a critical part of that team and we are proud to recognize their work through the Extraordinary Healer Award."

More information on the 2012 Extraordinary Healer Award for Oncology Nursing, including contest rules, submission forms and last year's finalist essays, can be found online at www.curetoday.com/healeraward.

About *CURE* Magazine

CURE magazine is a free, award-winning publication from Dallas-based *CURE* Media Group. By combining science and humanity, *CURE* helps patients, survivors and caregivers navigate the cancer journey and understand their diagnosis and treatment, while providing tools to cope during and after cancer-ultimately helping them to live the life they aspire to. Through the magazine and its associated website, an annual resource guide for the newly diagnosed, books, and variety of resources aimed at enhancing communication between healthcare professionals and patients, *CURE* provides a wealth of resources for everyone on the cancer journey. For more information, visit www.curetoday.com. *CURE* Media Group is affiliated with McKesson Specialty Health, a division of McKesson Corporation.

About *Breakaway from Cancer*®

Founded in 2005, *Breakaway from Cancer* is designed to help empower people affected by cancer. *Breakaway from Cancer* supports the services of four nonprofit organizations: Prevent Cancer Foundation, Cancer Support Community (formerly known as The Wellness Community), Patient Advocate Foundation, and National Coalition for Cancer Survivorship. For more information, please visit www.breakawayfromcancer.com. Follow us on www.twitter.com/breakawaycancer.

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, 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, bone disease 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 vital medicines, visit www.amgen.com. Follow us on www.twitter.com/amgen.