



Amgen's Breakaway from Cancer® Public Service Announcement Delivers Message That Education, Resources And Hope Are Essential In The Fight Against Cancer

May 17, 2016

Breakaway from Cancer Ambassador Patrick Dempsey Gives Inspirational Message of Support and Hope

THOUSAND OAKS, Calif., May 17, 2016 /PRNewswire/ -- Amgen (NASDAQ:AMGN) today debuted a new public service announcement (PSA) featuring *Breakaway from Cancer*® ambassador Patrick Dempsey in an effort to increase awareness of the importance of education and support services available for those impacted by cancer.

To view the multimedia assets associated with this press release, please click: <http://www.multivu.com/players/English/7792851-breakaway-from-cancer-psa/>

In 2016 alone, it is estimated that almost 1.7 million Americans will be diagnosed with cancer.^[1] One person alone can't beat cancer, it takes a team. The *Breakaway from Cancer* non-profit partner organizations – Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation and National Coalition for Cancer Survivorship – collectively offer a broad range of support services to people affected by cancer, complementing those provided by a patient's team of healthcare professionals.

The new *Breakaway from Cancer* public service announcement delivers its message through an impactful, straightforward video featuring four individuals with real-life cancer journeys. The PSA will first air during the 11th annual Amgen Tour of California, the nation's largest and most prestigious professional cycling race.

Dempsey, who lost his mother to ovarian cancer, was motivated to join *Breakaway from Cancer* in 2007 by her courage and his family's experience in rallying around her. In 2008, he founded the Patrick Dempsey Center for Cancer Hope & Healing in Maine and continues to work with *Breakaway from Cancer* to deliver the message that no one should fight cancer alone.

Cancer survivors join Dempsey in the PSA to share their messages of hope. Jackie Crowell, a cancer survivor and former professional cyclist, shares that resources help everyone affected by cancer – patients, caregivers and family members. Debra Parson, a caregiver to her brother during his cancer journey, explains that there is help navigating healthcare and insurance questions. Cancer survivor and long-time *Breakaway from Cancer* supporter Blaine Mauldin shares that finding a community is important.

Founded in 2005, *Breakaway from Cancer* aims to increase awareness of important resources available to those impacted by cancer – from prevention to survivorship.

"Amgen's mission is to serve patients and we are proud to recognize individuals who make a positive difference in the fight against cancer," said Raymond C. Jordan, senior vice president of Corporate Affairs at Amgen. "Similar to the sport of cycling where it takes a team to achieve success, one person alone cannot beat cancer. Amgen is proud to be a part of the team to help empower patients with education, resources and hope through *Breakaway from Cancer*."

As part of the *Breakaway from Cancer* initiative, cancer survivors will participate in a variety of activities during the Amgen Tour of California, May 15-22, 2016, including start activities each stage of the race. At the conclusion of each race day, a local cancer survivor will present Amgen's *Breakaway from Cancer* Most Courageous Rider jersey to the professional rider who best exemplifies the character of those engaged in the fight against cancer—courage, sacrifice, inspiration, determination, and perseverance.

All *Breakaway from Cancer* programs benefit the initiative's four nonprofit partners – Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation and National Coalition for Cancer Survivorship. Representatives of these four organizations will travel with the Amgen Tour of California, hosting a *Breakaway from Cancer* information booth at the Lifestyle Festival held at each stage along the race route.

More information about *Breakaway from Cancer*, including valuable resources offered by Amgen's partners, is available at www.breakawayfromcancer.com.

About *Breakaway from Cancer*®

Amgen is leading the race to dramatically improve patients' lives through its national initiative, *Breakaway from Cancer*®. Founded in 2005 by Amgen, *Breakaway from Cancer* aims to increase awareness of important resources available to people affected by cancer – from prevention through survivorship. *Breakaway from Cancer* is a collaboration between Amgen and four nonprofit partner organizations: Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation, and National Coalition for Cancer Survivorship. These organizations offer a broad range of support services complementing those provided by a patient's team of healthcare professionals. For more information, please visit www.breakawayfromcancer.com or follow us on www.twitter.com/breakawaycancer.

About Amgen

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

Contacts:

Kristen Davis, 805-447-3008

Kristen Neese, 805-313-8267

[1] American Cancer Society. *Cancer Statistics 2016*





To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/amgens-breakaway-from-cancer-public-service-announcement-delivers-message-that-education-resources-and-hope-are-essential-in-the-fight-against-cancer-300269855.html>

SOURCE Amgen