



**A GROUP OF THE COUNTRY'S LEADING SCIENTISTS AND MEDICAL MINDS ROCKED CAPITOL HILL WITH
ROCK LEGEND AEROSMITH'S JOE PERRY**

"Rock Stars of Science" Campaign

***Unprecedented Briefing and Tribute Concert
Addressing Cancer, Alzheimer's, Genomics, PTSD and HIV/AIDS***

at Capitol Visitors Center on Thursday, September 24

Presented by Geoffrey Beene Gives Back® & Research!America

Washington, D.C. – Sept. 25, 2009 – Some of the nation's top scientific minds, including Dr. Francis Collins, Director of the National Institutes of Health, and Dr. Rudy Tanzi, Professor of Neurology at Harvard University, joined with *Aerosmith's* Joe Perry to speak and perform, as the "Rock Stars of Science" (Rock S.O.S) campaign came to Capitol Hill for an unprecedented event at the Capitol Visitors Center Auditorium on Thursday, September 24, from 11:30 to 2:30pm.

Presented by GEOFFREY BEENE GIVES BACK®, Rock S.O.S (www.rockstarsofscience.org) is an ongoing philanthropic campaign to create awareness, to address under-funding of medical research across diseases and by highlighting the underlying "rock star" genius that drives scientific innovation; and RESEARCH!AMERICA, the nation's largest not-for-profit public education and advocacy alliance working to make research to improve health a higher national priority.

The Rock Stars of Science that gathered and were honored yesterday included the first mappers of the human genome, architects of treatment breakthroughs that made HIV a manageable condition, and researchers leading global fights against pandemics like cancer and Alzheimer's.

With a focus on promoting cures and improving therapies for cancer, Alzheimer's disease, HIV/AIDS and PTSD, the event was moderated by Terry Moran of *ABC's Nightline*, and included panel discussions and interviews.

The day began with an interview with the Co-Chairs of the Congressional Task Force on Alzheimer's Research, Representative Edward Markey (MA), Representative Chris Smith (NJ), and Senator Mark Warner (VA), followed by a medical forecast of the disease by Dr. Jeffrey Cummings (UCLA), Dr. Steven DeKosky, (UVA), Dr. Samuel Gandy (Mt. Sinai), and Dr. Ron Peterson (Mayo Clinic).

Aerosmith's Joe Perry was joined by a back-up band of NIH Director, Dr. Francis Collins, and Rudy Tanzi, PhD, Professor of Neurology at Harvard University, as a rock musical tribute to Congressional Champions of Research.

Dr. Francis Collins, Director of the National Institutes of Health, and Dr. Anthony Fauci, Director of the Allergy and Infectious Diseases, both spoke on visions and priorities of the NIH and HIV/AIDS and H1N1, respectively.

Film producer Laura Ziskin, a co-founder of *Stand Up to Cancer*, SU2C Scientific Committee Member Dr. Laura Shawver of the Phenomix Corporation, and Australian singer/actress Delta Goodrem, all three cancer survivors, participated in a panel discussion on the state of cancer research with the *Wall Street Journal's* Amy Dockser Marcus. The group noted the importance of not only funding research, but structuring research models and funding models that improve the chances for success, translating the research from bench to bedside in shorter periods of time.

The Rock S.O.S public service campaign launched in the June issue of *GQ* Magazine, and pairs celebrities with experts from the country's leading medical research community and seeks to build a broader base of support for research as a national priority; support more young scientists; improve techniques of early diagnosis; and stand together to refuse to accept "NO CURE" as a prognosis across diseases.

"This is our moment in history: An aging boomer generation that grows older and at greater risk for serious illness every year; historic levels of chronic disease; and the global spread of pandemics," explained Tom Hutton, Trustee of the Geoffrey Beene Foundation and CEO of Geoffrey Beene, LLC. "Our only hope is to support leadership in science, with our hearts and imagination as well as our dollars."

Geoffrey Beene, LLC has committed more than \$145 million in charitable support to a variety of medical, educational and societal causes, making it a unique philanthropic business model, specifically in its support of leadership in translational research through the Geoffrey Beene Cancer Research Center at Memorial Sloan-Kettering Cancer Center.

After launching ROCK S.O.S, campaign coordinators joined with Research!America, the Congressional Biomedical Research Caucus and the Alzheimer's Association to take the cause to national lawmakers and their staffers in the September 24th briefing on Capitol Hill.

The event was sponsored by the Geoffrey Beene Foundation, Wyeth, Elan, Alzheimer's Association and *GQ* Magazine, in cooperation with the Congressional Biomedical Research Caucus & Congressional Task Force on Alzheimer's Disease.

"Rock Stars of Science" is owned by the Geoffrey Beene Foundation, and the Rock S.O.S Campaign was created, launched and funded entirely by the Geoffrey Beene Foundation.