

shorttakes



MSKCC RESEARCHERS ARE 2010 ROCK STARS OF SCIENCE

Three MSKCC investigators — including the Center's new President, Craig B. Thompson — have been featured with singer-songwriter Debbie Harry to lead the Geoffrey Beene Gives Back® 2010 Rock Stars of Science™ campaign in *GQ* magazine's December "Men of the Year" issue. Geoffrey Beene Gives Back is the philanthropic arm of the designer menswear brand, founded by the late Geoffrey Beene.

The Rock Stars of Science (www.rockstarsofscience.org), or Rock S.O.S™, is a multimedia print and online philanthropic campaign created by the Geoffrey Beene Foundation that recognizes as "Rock Stars" researchers whose work has contributed to significant advances in improving the health and lives of others. In addition to Dr. Thompson, Cancer Biology and Genetics Program Chair Joan Massagué and Human Oncology and Pathogenesis Chair Charles L. Sawyers are 2010 Rock Stars.

Rock Stars of Science debuted as a



six-page spread in the June 2009 issue of *GQ* in which former MSKCC President Harold Varmus was a featured Rock Star. The campaign aims to motivate young people to consider careers in science by

pairing well-known rock stars and celebrities with some of the nation's leading investigators.

Rock S.O.S extends the relationship between Geoffrey Beene and MSKCC. In 2006, the Geoffrey Beene Cancer Research Center at MSKCC was established with an initial gift from the estate of Mr. Beene. "I orchestrated the creation of the Geoffrey Beene Cancer Research Center as the centerpiece of my goal to transform an iconic designer brand into a business/philanthropic model supporting 'out of the box' early-stage research for the treatment and prevention of cancer," said G. Thompson Hutton, Executor of the Geoffrey Beene Estate and Trustee of the Geoffrey Beene Foundation. "Our 2010 Rock Stars of Science campaign salutes researchers like Drs. Thompson, Sawyers, and Massagué for their scientific leadership, life-saving therapies, and generosity in helping to excite the next generation about careers in science." ⚙

New Research Fund Targets Gastric Cancer

Although less common than it once was in the United States, stomach cancer continues to exact an enormous toll in terms of human lives and suffering. To spearhead ongoing progress against the disease, Memorial Sloan-Kettering has launched an ambitious program known as the James E. Gerstner Fund for Gastric Cancer Research.

The initiative is supported by a gift

from Louis V. Gerstner, Jr., in memory of his brother. James E. Gerstner was a longtime executive at Bristol-Myers Squibb who died of complications from stomach cancer at age 48.

The James E. Gerstner Fund will underwrite key elements of MSKCC's comprehensive gastric cancer program, including advanced studies into the biology of the disease. It will also support the Gastric Cancer

Registry, which is helping to pinpoint the genetic and environmental causes of stomach cancer.

The gift honoring his brother is one of many that Louis V. Gerstner, Jr., has made to the Center, where he serves as Vice Chairman of the Boards of Overseers and Managers and as Chairman of the Sloan-Kettering Institute's Board of Managers. ⚙