Siemens Brings "The Baton Pass™" Campaign to The Children's Hospital of Philadelphia to Spread Message of Hope, Raise Funds for Cancer Research

Siemens is donating up to $1 million to Stand Up To Cancer to support accelerated cancer research

Join the Campaign at Facebook.Com/TheBatonPass

(Malvern, PA – March 20, 2014) – Today, Siemens, one of the world's leading engineers of medical imaging, laboratory diagnostics and healthcare IT solutions, continued its strong efforts to raise awareness and critical funds for cancer research at an event at The Children's Hospital of Philadelphia (CHOP). Siemens joined CHOP's patients, clinicians and researchers at the first Pennsylvania site of "The Baton Pass™," a new grassroots campaign that will raise money for Stand Up To Cancer® (SU2C), a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization.

"The Baton Pass" links the strong hope for survivorship for everyone facing a cancer diagnosis with the critical need to invest in research. Siemens is donating one dollar to SU2C for every pass of the Baton -- physically and online -- up to $1 million, through September 5, 2014.

The Children's Hospital of Philadelphia is an example of the success of this type of collaboration. Home to the SU2C-St. Baldrick's Pediatric Oncology Dream Team, CHOP and Pediatric Dream Team collaborative institutions have research underway to build upon an already successful new treatment called immunotherapy, such as the highly successful new "T-cell immunotherapy" developed at CHOP for children with relapsed acute lymphoblastic leukemia (ALL), for other types of pediatric cancer. This innovative treatment harnesses a patient's own immune system by engineering their T cells to seek and destroy cancer cells. Thanks in part to funding from the SU2C and St. Baldrick's Foundation, the Pediatric Dream Team at CHOP will focus on the childhood cancer neuroblastoma, with a clinical trial opening in the next few months for patients who have exhausted traditional therapies. To kick off the event, Madeline Bell, president and chief operating officer of The Children's Hospital of Philadelphia, welcomed people to the event and introduced Rose Marie Glazer, general counsel of Siemens and a cancer survivor, who began the emblematic passing of the Baton. Glazer highlighted her personal struggle to overcome cancer and emphasized Siemens' goal of advancing early diagnosis and treatment of the life-threatening disease.

"At Siemens, we understand that medical imaging and laboratory diagnostics play a critical role in enabling researchers to accelerate discoveries and save lives," said Glazer. "My own cancer was diagnosed through a routine screening, before I ever experienced any symptoms. At Siemens, we want to pass the message of hope to SU2C Dream Team researchers and cancer patients at The Children's Hospital of Philadelphia to support their ongoing mission of turning every cancer patient into a cancer survivor."

Bell then introduced CHOP pediatric oncologist and lead investigator of the SU2C-St. Baldrick's Foundation Pediatric Dream Team, John Maris, M.D. Dr. Maris shared how philanthropy is crucial to advancing the research to develop better treatments so more people, especially children, can survive their cancer. Two CHOP cancer patients, Pearce Quesenberry and Emily Whitehead, know this all too well. Seventeen year-old Pearce spoke about her treatment for a brain tumor and her involvement in SU2C since its beginnings. Emily's parents, Kari and Tom, shared how Emily benefited from the "T-cell immunotherapy" breakthrough treatment, and would not be alive today if it wasn't for this remarkable advance in research.

Glazer then called upon Marvel Comics' Spider-Man to begin passing the Baton to the pediatric patients. The gesture symbolized the unique powers that each "Baton Pass" participant brings in the fight against cancer, and represented the millions of people who stand as one community united in finding solutions to better detect, treat, and one day end the global scourge of the disease.

Over the next several months, the Baton will continue to pass through some of the North America's most prestigious medical institutions, bringing its symbolic "hope" to the doctors, nurses, researchers, patients and families who are on the front lines to save lives. The Baton includes a GPS tracking system that allows users of the Facebook app to follow the Baton's journey during the course of the campaign. Everyone can participate in the campaign by visiting Facebook.Com/TheBatonPass, which hosts an app where users can virtually "pass" the baton in dedication of loved ones contending with cancer or whose lives were taken by it. The app also provides a simple way for individuals to make additional donations to SU2C.

About Siemens
Siemens Corporation is a U.S. subsidiary of Siemens AG, a global powerhouse in electronics and electrical engineering, operating in the industry, energy, healthcare, and infrastructure & cities sectors. Siemens in the USA employs approximately 60,000 people throughout all 50 states and Puerto Rico. The Siemens Healthcare Sector is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, healthcare information technology and hearing aids. Siemens has long believed that imaging technology plays a key role in advancing cancer research. We have seen firsthand the power of an early and accurate diagnosis. Our diagnostic technologies have made it possible to detect cancer in some of its earliest and most treatable stages, sometimes before a patient even experiences symptoms.

About Stand Up To Cancer
Stand Up To Cancer (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C, a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, was established in 2008 by film and media leaders who utilize the industry's resources to engage the public in supporting a new, collaborative model of cancer research, and to increase awareness about progress being made in the fight against the disease. As SU2C's scientific partner, the American Association for Cancer Research (AACR) and a Scientific Advisory Committee led by Nobel Laureate Phillip A. Sharp, Ph.D., conduct rigorous, competitive review processes to identify the best research proposals to recommend for funding, oversee grants administration, and provide expert review of research progress.

About the Cancer Center at The Children's Hospital of Philadelphia: The Children's Hospital of Philadelphia has one of the largest pediatric cancer programs in the United States, which has been top ranked by U.S.News & World Report and Parents Magazine. Its large basic and clinical research programs are particularly strong in pediatric neuro-oncology, neuroblastoma, leukemia and lymphoma, and sarcomas. Of all pediatric institutions, Children's Hospital enrolls the most patients in national clinical trials, working in close collaboration with national organizations such as the Children's Oncology Group. Physicians at Children's Hospital have had pioneering roles in developing international standards for diagnosing and treating neuroblastoma, and in developing programs for survivors of childhood cancer.

About The Children's Hospital of Philadelphia: The Children's Hospital of Philadelphia was founded in 1855 as the nation's first pediatric hospital. Through its long-standing commitment to providing exceptional patient care, training new generations of pediatric healthcare professionals and pioneering major research initiatives, Children's Hospital has fostered many discoveries that have benefited children worldwide. Its pediatric research program receives the highest amount of National Institutes of Health funding among all U.S. children's hospitals. In addition, its unique family-centered care and public service programs have brought the 535-bed hospital recognition as a leading advocate for children and adolescents. For more information, visit http://www.chop.edu.