

## **Siemens and "Stand Up To Cancer" Launch "The Baton Pass™" Campaign in New York City**

**March 19, 2014** -- Siemens, one of the world's leading engineers of medical imaging, laboratory diagnostics and healthcare IT solutions, is leading a campaign called "The Baton Pass™" that will raise funds for Stand Up To Cancer® (SU2C), a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, to support its innovative cancer research, designed to get new therapies to patients quickly.

New York played host to the launch of the campaign with three events across the City all representing important aspects of the cancer treatment process.

First, the campaign debuted this morning on ABC's "Good Morning America," to be followed by an event in Times Square, touching the hands of cancer survivors and those impacted by it, alongside New Yorkers from every walk of life. Multiple digital signs in Times Square announced the launch and 6,000 NYC taxi cabs brought the message to NYC commuters and visitors.

Second, following the passing in Times Square, the Baton appeared at New York-Presbyterian Hospital where pediatric oncology patients experienced a Baton passing facilitated by Spider-Man who made a special appearance for the children.

The Baton ended the day at the American Cancer Society's Hope Lodge which provides lodging and a haven for cancer patients who must travel from their homes and their families in order to receive their cancer treatments.

In addition to New York-Presbyterian Hospital and the American Cancer Society's Hope Lodge, the baton will pass through some of the world's most prestigious institutions, bringing its emblematic "hope" to the doctors, nurses, researchers, patients and families who are on the front lines of the fight to save lives.

### **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.