

FOR IMMEDIATE RELEASE

**More than 2,000 Rockland County Students Participate in National “The Baton Pass™”
Campaign for “Stand Up to Cancer” Visits**

Siemens spreads message of hope, highlights the promise of research through “The Baton Pass™” and will donate up to \$1 million to Stand Up To Cancer to support accelerated cancer research

Join the Campaign at [Facebook.Com/TheBatonPass](https://www.facebook.com/TheBatonPass)

THIELLS, May 19, 2014 — Today, more than 2,000 students from North Rockland Central School District along with the River View Nursery School in Nyack joined a national movement called the “The Baton Pass™” launched recently on *Good Morning America* by Siemens, one of the world’s leading engineers of imaging, laboratory diagnostics and healthcare IT solutions, to 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. With each pass of the baton, either physically or virtually through www.facebook.com/TheBatonPass, Siemens will donate one dollar to Stand Up To Cancer, up to one million dollars from March 19th through September 5th, 2014. The Baton Pass is a grassroots effort to raise money and spread a message of hope and unity across the country.

“The Baton Pass” began its day at Fieldstone Middle School, then traveled to North Rockland High School, Thiells Elementary, Farley Elementary and Haverstraw Elementary and then ended its Rockland County travels at the Riverview Nursery School in Nyack.

On March 19th, along with a group of survivors, doctors, researchers and advocates, several local Rockland teachers were invited to join ABC news anchors, Robin Roberts, a cancer survivor, and Amy Robach who is currently undergoing treatment for breast cancer to kick-off “The Baton Pass™” at Good Morning America’s (GMA) studio in Times Square. Jennifer Harrington (current Fieldstone Middle School teacher), Amy Leibel (current Valley Cottage Elementary School teacher), and Luz DuBois (retired Haverstraw Middle School teacher), were among the first people to pass the baton, and recognized for their leadership in raising funds for SU2C in their schools.

“We are so proud to have been recognized by Siemens and SU2C for our commitment and dedication to raising funds and awareness through our *Dancing with the Teachers program* which has raised more than \$100,000 over the last four years,” said Fieldstone Middle School Principal Anthony Zollo said. “And today, Fieldstone Middle School was the first school to pass the baton because of our enormous dedication to the cause.”

Kathleen Lobb, one of the SU2C co-founders remarked, “The incredible involvement of so many students, teachers and staff is a wonderful example of spreading the hope that all cancer survivors have... the hope that everyone diagnosed with cancer will be a survivor and that everybody can do something. In this case, passing the baton facilitates a contribution that will ultimately, hopefully, add up to one million dollars.”

“The baton helps symbolize that we’ve made progress in cancer detection and monitoring and

treatment,” said Dr. Gregory Sorensen, CEO of Siemens Healthcare North America. “Just like these Rockland students and teachers, we want people to realize that a lot has happened in cancer care and there are reasons for hope now.”

Since the launch on March 19th on GMA, the baton has traveled up and down the East Coast from The Children’s Hospital of Philadelphia to *The Wendy Williams Show*, and it even made its way to the Nation’s Capital. North Rockland Central School District was chosen in particular because of its success in hosting its fourth annual *Dancing with the Teachers: An Event To Benefit Stand Up to Cancer*, on February 28 and March 1, earlier this year. *Dancing with the Teachers* (DWTT) is modeled after the popular TV show *Dancing with the Stars*. Learn more about DWTT, by visiting www.dancingwiththeteachers.com or following on Twitter, Instagram and Facebook @DWTTSU2C.

About “The Baton Pass™”

From now until September 5, cancer survivors, supporters, patients, doctors, nurses, researchers, families and virtually anyone will have the opportunity to raise money for SU2C by passing the baton, along with their message of hope in the fight against cancer, to their own loved ones and friends at events across the country. The Baton symbolizes the courage embodied in everyone touched by cancer, and the hope that one day, every cancer patient will become a cancer survivor. This hope is passed from person to person each time the Baton changes hands. With each pass, it is a reminder that if we all unite and work together we will find a cure for cancer.

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 52,000 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.

For more information on The Baton Pass, please visit www.usa.siemens.com/baton. Follow us on Twitter at www.twitter.com/TheBatonPass and on Facebook at www.facebook.com/TheBatonPass.

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