

# Fall 2005 Impact

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**DANA-FARBER**  
CANCER INSTITUTE

The Jimmy Fund®

## Dana-Farber makes its mark at Gillette Stadium

In mid-August, Dana-Farber was presented with a rare opportunity to gain national exposure. Thanks to the generosity of Institute Trustee Jack Blais and his wife, Shelley, the New England Patriots' training facility at



Steadfast Institute supporters Jack and Shelley Blais are the benefactors behind the naming of the Dana-Farber Field House at Gillette Stadium.

Gillette Stadium was named the Dana-Farber Field House. Institute President Edward J. Benz Jr., MD, and team owner and Institute Trustee Robert Kraft were on hand in Foxborough, Mass., to make the exciting announcement.

"Jack's decision to name the Patriots' field house in honor of Dana-Farber is a public testament to two of his long-standing loves: rooting for the Patriots and supporting Dana-Farber in its efforts to beat cancer," said Benz. "We are grateful for this incredible opportunity."

### Personal connections

Blais' passionate advocacy for Dana-Farber dates back 12 years to when his uncle was diagnosed with cancer at the base of his tongue. He was given zero chance of survival, but instead of accepting this death sentence, Blais brought his uncle to Dana-Farber. After receiving individualized cutting-edge treatment, he was cured of his cancer.

When the opportunity arose to purchase the naming rights for the 80,000-square-foot field house, the avid Patriots fan

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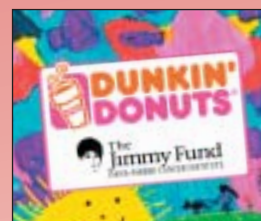
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Committed Community



4

Spirited Sponsors



8

Passionate Partner



9

Generous Grant



10

Popular Plate

## A course of determination brings walkers together

How far would you walk to support someone diagnosed with cancer? On Sept. 18, more than 6,000 people answered that question by participating in the 17th annual Boston Marathon® Jimmy



With a squad of 131 walkers, including (left to right) Chief Larry Barnett of Ashburnham, Mass., Chief Richard Vance of Boxborough, Mass., and Chief Neil Erickson of Gardner, Mass., Team Police Chiefs was the biggest participant group this year.

Fund Walk. The 2005 event, presented by Hyundai Motor America for the third year, is expected to surpass its \$4.75 million goal and bring total fundraising since the event's 1989 inception to \$40 million.

"Hyundai is pleased to play a leading role in this event because it brings the community together for an important cause," said Hyundai's Eastern Region General Manager Mark Cronin. "We are proud of our track record in helping to create a world without cancer."

Walkers tackled one of three courses—the Hopkinton 26.2-Mile, Wellesley 13.1-Mile, or Boston 3-Mile. "Walk With Me!," a new initiative, encouraged registered walkers to recruit friends, family members, and co-workers to sign up and commit themselves to the cause.

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Above: Members of Team Vertafore—(left to right) Co-captain Maria Gonçalves, Kathy Gardziel, Matt Perillo, Sandy Perillo, and Co-captain Don Lord—banded together for the 17th annual Walk.



Right: Institute President Edward J. Benz Jr., MD, and his wife, Peggy Vettese, PhD, RN, cross the finish line together for the fifth consecutive year.

Presenting sponsor Hyundai Motor America's Walk team raised more than \$133,000 and partnered with Andrea Gaziano (center), a Jimmy Fund Clinic patient who displayed her heartfelt gratitude on behalf of all families facing cancer.



Volunteers, like Taber Sanderson of Putnam Investments, helped walkers stay hydrated, energized, and safe throughout the 26.2-mile course.

Gillette Stadium, continued from page 1



Left to right: Institute Trustees Robert Kraft and Jack Blais, Blais' wife Shelley, and Dana-Farber President Edward J. Benz Jr., MD, celebrate the naming of the Dana-Farber Field House at Gillette Stadium in Foxborough, Mass.

and season ticket holder opted to parlay it into a unique gift for the Institute, which has come to mean so much to him.

"I have chosen to support Dana-Farber because of its leadership and success stories," said Blais. "These stories come from the diligent work of some incredible scientists who have created a new roadmap to finding cancer cures. That is why I have put so many of my resources toward this cause."

**National visibility**

Situated adjacent to Gillette Stadium and the team's three outdoor practice fields, the Dana-Farber Field House is used by the Patriots and the New England Revolution for team training sessions. The facility is also utilized yearlong for private functions, conventions, and other special events.

Dana-Farber's logo was emblazoned on the

three visible sides of the field house in time for the Patriots' season opener, giving the Institute an enormous amount of national visibility.

Gillette Stadium and the Dana-Farber Field House were also home to the "American Idol" television show auditions in late August, drawing more than 5,000 aspiring singers and unprecedented media coverage. Jack Blais' ultimate hope is that this high-profile naming opportunity will lead to increased public support for Dana-Farber's lifesaving work.

"I tip my hat to Jack Blais for his incredible act of generosity," said fellow Institute Trustee Kraft. "My family and the Patriots organization are big believers in the work being done at Dana-Farber. We're thrilled to be able to facilitate this gift, and we welcome the Dana-Farber family to our home in Foxborough." ■

## Bullerjahns fund research into gastrointestinal cancers

**D**eborah Bullerjahn, a Dana-Farber patient, and her husband, Rid, are committed to the eradication of gastrointestinal (GI) cancers. With this goal in mind, the couple have expanded their previous support for Dana-Farber with a new \$100,000 gift to advance research into colorectal and pancreatic cancers.

In the area of colorectal cancer, the fund supports a cancer-screening project among Boston's underserved populations. This initiative is led by Robert Mayer, MD, director of DFCI's Center for Gastrointestinal Oncology.

"The study aims to increase the number of low-income and minority patients who undergo colorectal screenings, thus improving patient outcomes," said Mayer.

The Bullerjahns' gift will also help fight pancreatic cancer, a fatal disease that is difficult to detect and treat. With

this funding, Ronald DePinho, MD, director of DFCI's Center for Applied Cancer Science, and his colleagues—who developed the world's first accurate mouse model for pancreatic cancer—will expand their cutting-edge research.

The Bullerjahns are confident that these initiatives will elicit positive outcomes.

"These efforts are a critical attempt to address what we know about GI cancers, and what we need to know about a GI disease that continues to pose a serious challenge," said the Bullerjahns. "Dr. Mayer's project will save lives today and help patients avoid costly treatment. Dr. DePinho's innovative research will go a long way toward the development of desperately needed therapies for pancreatic cancer, a disease for which the present knowledge base is tragically low." ■



Deborah and Rid Bullerjahn are helping Dana-Farber fight colorectal and pancreatic cancers.

## Dana-Farber Marathon Challenge team crosses fundraising finish line

On Sept. 25, many of the runners and supporters who made the 2005 Dana-Farber Marathon Challenge (DFMC) the most successful Boston Marathon® effort yet gathered together at the Laurel Wreath BBQ and Check Presentation to mark this achievement. At the outdoor event,



held annually, hundreds of attendees witnessed the efforts of all of their hard work during the formal check presentation representing the \$3,675,039 tally for Dana-Farber. These funds, raised through the dedication and compassion of the DFMC's 558 participants and a generous \$250,000 challenge grant from the Weaver Family Foundation, are set to fuel the groundbreaking work of the Claudia

Adams Barr Program in Innovative Cancer Research at DFCI over the next year.

Above, left to right: Former DFMC Governing Board Chair Thomas Zappala; Dana-Farber's Chief Scientific Officer Barrett Rollins, MD, PhD; DFMC Governing Board Chair Dennis Moran; and DFMC Acting Chair Paul Scully commemorate the team's incredible fundraising success.



## Dana-Farber Runners set records in Falmouth

Though the skies were overcast at the 2005 SBLI Falmouth Road Race on Aug. 14, the day proved especially bright for Dana-Farber's team of 45 runners, whose combined fundraising efforts yielded a record-breaking \$107,000 for the Institute's cancer-fighting mission. This group of dedicated athletes and DFCI supporters joined almost 9,000 other participants in the 33rd running of the world-renowned 7-mile race, held each year in Falmouth, Mass. Despite the sizeable crowd, the Dana-Farber Runners stood out, not just because of their unique, multi-colored singlets, but because of their singular commitment to cure cancers.

Pictured above are teammates who gathered together for a group photograph prior to the start of the race.