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**FOR IMMEDIATE RELEASE**

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**Bio-Technology Corporations, Banking Institutions and MGH Support the Breathe Deep  
Boston 5K Walk 2011 in this Difficult Economy**

**Boston, MA – This Saturday, November 5, 2011, LUNGevity Foundation** with Casella Waste Services is presenting the sixth annual Breathe Deep Boston 5K Walk, formerly the Boston Area Lung Cancer Walk. Although a difficult economy, research for lung cancer will continue to be funded because of fundraising walks like the Boston walk, which is supported by our corporate sponsors. Casella Waste Service returns again this year as the presenting sponsor, along with our other returning corporate sponsors, Genentech, Interactive Date Corporation, BIND Biosciences, Genzyme, South Shore Savings Bank and Eastern Bank. We also welcome our new sponsors, Blue Sky BioServices, Boston Scientific, Infinity Pharmaceuticals, Syndax and Massachusetts General Hospital Cancer Center. To help us at the walk, a large contingent of volunteers from Partner's Health Care Research Management will be donating their time.

LUNGevity, which has a four star rating from Charity Navigator, is the nation's largest private organization dedicated to research for the early detection and treatment of lung cancer. The foundation funds the most promising research around the country as determined by its Scientific Advisory Board of leading scientists, two of whom are from Boston.

One of these leading scientists on our board, Dr. Avrum Spira of Boston University, is our main speaker. Dr. Spira with his team developed a method to test cells of a smoker's or former smoker's airway to determine if the patient is about to get lung cancer or if the disease has already started.

Our program also includes State Representative Thomas Conroy and Kathy Smith, a lung cancer survivor and triathlete. Kathy Smith's special story, told on LUNGevity's website, is that she is not only a non-smoker and now a triathlete, but a triathlete with one lung, having lost the other to lung cancer. About 55% of all new lung cancer diagnoses are among people who have never smoked or quit decades ago.

Representative Thomas Conroy is the Vice Chair of the Joint Committee on Health Care Financing and is sponsoring a bill for legislation to establish a lung cancer research fund. Less than 4% of federal dollars spent on cancer research are spent on lung cancer research. Yet, lung cancer claims approximately 160,000 lives per year, is the number-one cancer killer, and kills about the same number of people as breast, colorectal, pancreatic, and prostate cancers combined.

We are also fortunate to have performing at the event The Voices of Hope, Boston, who sings to raise funds for cancer research. All of the group's members have been affected by cancer.

Without the development of new treatment methods, 85% of the more than 222,520 Americans newly diagnosed with lung cancer each year will die within five years. The annual Breathe Deep Boston 5K  
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Walk is one of many events around the country to benefit LUNGevity and raise awareness of the prominence of lung cancer and the need for increased research funding.

The Breathe Deep Boston 5K Walk, with an alternative 1-mile route, will be held at the DCR's Castle Island in South Boston. Awards will be given to the top three individual fundraisers and top three team fundraisers. The course is friendly to strollers and wheelchairs. Registration for the event is \$10-\$25. To register or make a donation, please visit [www.lungevity.org/bostonwalk](http://www.lungevity.org/bostonwalk) or call 312-464-0716. Check-in/on-site registration begins at 10:00 AM, the walk starts at 11:00 AM, rain or shine, and the closing ceremony is at 12:30 PM. For more information, please visit our site at [www.bostonlungcancerwalk.com](http://www.bostonlungcancerwalk.com).

### **About LUNGevity Foundation**

The mission of LUNGevity Foundation is to have a meaningful and immediate impact on improving lung cancer survival rates, ensure a higher quality of life for lung cancer patients, and provide a community for those diagnosed with lung cancer. LUNGevity also supports the largest national grassroots lung cancer network in the hope of inspiring the nation to commit to ending lung cancer. For more information about LUNGevity Foundation, please visit [www.lungevity.org](http://www.lungevity.org).

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