

Melanoma Research Alliance

MRA Applauds President Obama's Precision Medicine Initiative

Washington, DC, January 30, 2015 — The Melanoma Research Alliance (MRA) applauds President Obama's focused initiative on precision medicine. Today, at a White House event attended by MRA leadership, the president unveiled details about the new Precision Medicine Initiative, a focused research effort to be funded with \$215 million aimed at enhancing personalized care for patients.

"Melanoma has been at the tip of the precision medicine sword, with new therapies for those patients with mutated BRAF melanoma. Even with the extraordinary progress through molecularly targeted therapy for BRAF disease as well as via immunotherapy treatments, there is still a tremendous need to maximize benefit for specific patients from a range of possible treatments," said Wendy Selig, President & CEO of MRA. "Continued funding of precision medicine at this extraordinary time of scientific discovery is an important step to maintain the momentum in the fight against melanoma—we applaud the Administration's leadership in focusing on innovation for patients."

MRA is committed to reducing the toll of melanoma, the deadliest of all skin cancers, through funding the most innovative translational melanoma research. The organization works to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research and advance cures for all patients.

###

About the Melanoma Research Alliance

MRA is a public charity founded in 2007 under the auspices of the Milken Institute, with the generous founding support of Debra and Leon Black. MRA has dedicated more than \$60 million to research seeking to better prevent, diagnose, and treat melanoma, the most deadly type of skin cancer. Due to the ongoing support of its founders, 100% of every dollar MRA raises goes to support its melanoma research program. In 2014, MRA was ranked first out of the top 30 grant-giving disease foundations by Genetic Engineering & Biotechnology News (GEN). The organization is poised to build on recent momentum in the field, accelerating the pace of scientific discovery and translation in order to eliminate suffering and death due to melanoma. MRA's ability to fund wide-ranging research in melanoma is amplified by unique multi-faceted collaborations and partnerships with individuals, private foundations, and corporations. For more information, please visit www.CureMelanoma.org.

To reach MRA leadership for further comment or for story research, please contact:

Emily Gustafson (MRA) – egustafson@curemelanoma.org

336.406.6901