



The Melanoma Research Alliance featured in Stand Up To Cancer Telecast

WASHINGTON, DC, September 11, 2012 --Stand Up To Cancer's (SU2C) prime time star-studded September 7 "roadblock" fundraising telecast, enabled SU2C and the Melanoma Research Alliance (MRA) to further accelerate ground-breaking melanoma research.

MRA, a partner with SU2C and its scientific partner, the American Association for Cancer Research (AACR), is especially pleased with the success of last Friday's program. MRA was highlighted by Tom Hanks during the primetime hour-long telecast, seen on ABC, CBS, FOX and NBC and numerous other cable channels, along with the head of the SU2C Melanoma Dream Team, Dr. Patricia LoRusso, and [melanoma survivor Hillary Kind](#).

This year, MRA and SU2C jointly funded a Melanoma Dream Team at the level of \$6 million. This groundbreaking award represents the largest single grant for melanoma research and the first collaboration of its kind with SU2C. The formation of the SU2C-MRA Melanoma Dream Team represented an exciting additional approach to accelerate research aimed at realizing cures for this deadly skin cancer, which is the primary goal behind the founding of MRA by Debra and Leon Black just over four years ago.

ABOUT THE MELANOMA RESEARCH ALLIANCE

The Melanoma Research Alliance is a public charity formed in 2007 under the auspices of the Milken Institute, with the generous founding support of Debra and Leon Black. It supports an international, cross-disciplinary group of biomedical researchers possessing clinical and scientific expertise to explore, identify and pursue innovative solutions to critical research questions, leading to better treatments and a cure for melanoma patients. For more information, visit www.curemelanoma.org or contact:

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