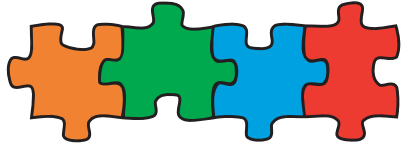


# Project Watch

## YOU ARE THE CURE

### NEW YORK CANCER PROJECT



When we said we would be in touch, we meant it. Your enrollment in the New York Cancer Project – the “charter” group – means so very much to us that we’ve prepared this first issue of our newsletter just for you.

Now that you’ve joined with thousands of New Yorkers to help scientists solve the puzzle of cancer, you may be curious about how the Cancer Project is developing and who’s signing up. We’ll also try to pass along some useful information for you to consider about your health.

## LUCCI'S VALENTINE

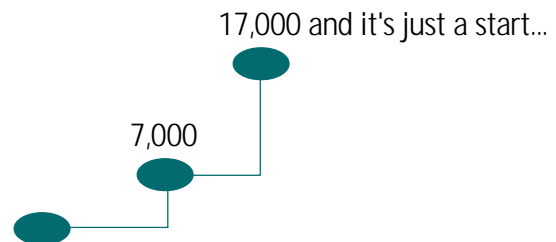


Actually, it happened the day before Valentine’s Day – when Emmy Award-winning actress and Broadway Star Susan Lucci became the newest, and most celebrated addition to the Cancer Project’s list of enthusiasts, from all walks of life. Ms. Lucci hosted a special event for over 100 Cancer Project enrollees and friends, with a special performance by the 30-voice Girls Choir of Harlem, in the friendly confines of the Grand Hyatt’s Ballroom (thank you, Grand Hyatt!).

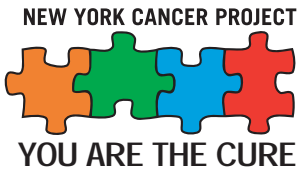
Besides thanking those who’ve already enrolled, Lucci called on New Yorkers to “give each other a Valentine” – by enrolling in the Cancer Project, and encouraging others to do so. Two enrollees spoke briefly about their decision to join, and a leader of the American Cancer Society talked about progress in the battle against cancer.

## ENROLLMENT GROWING

They said it couldn’t be done – but in just 8 months, over 7,000 New Yorkers have answered the call, and enrolled in the Cancer Project. That puts the Project well on its way to hitting (and surpassing?) its initial goal of 17,000 enrollees by March 2002.



What’s even more amazing, this special group of “charter” enrollees is truly representative of New Yorkers – with dozens of ethnic groups represented. Fully one-third of the Project’s enrollees are foreign-born, proving that both civic pride and a commitment to humanity are world-wide instincts.



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**Change of Address:**  
Moving? Please let us know so that we can find you when we're ready to send out follow-up questionnaires—call 1-877-NYC-PROJ.

## IF YOU LOOK CLOSELY...

Keep your eyes open for those cute babies – on certain subway lines, the New York Cancer Project's second wave of posters are inviting subway riders to enroll. Designed by one of the nation's leading advertising agencies – Young & Rubicam – they're eye-catching. Through April, you'll find them in English and Spanish on subway and bus lines all over NYC.



**What do the following groups have in common? Elected officials (members of the City Council, and State Assemblymembers), NYPD's "finest", Bronx cab drivers, and United Way agencies.**

## ALL ARE JOINING THE

In Flushing and Boro Park, over 100 police officers enrolled – leading to discussions with their union, the PBA, about citywide recruitment. Losaida City Councilmember Margarita Lopez, energized by the Betances Health Unit's participation, gathered more than a dozen black and latino Councilmembers to enroll.

And, Sheepshead Bay Assemblymember Stephen Cymbrowitz, in honor of his late wife Lena who preceded him in the Assembly, immediately said "yes" – not just to his personal enrollment, but to an ongoing role in recruiting New Yorkers to join him, most recently at the Brooklyn Chamber of Commerce's regular board meeting. With the United Way, we conducted a special competition for recruitment from their member agencies and awarded prizes of tickets for Knicks and Nets games.

Each enrollment center is being enormously creative at reaching people in their area – through presentations at houses of worship, talks with local employers, and local ads. And since good ideas are meant to be stolen ...!

## WHAT'S NEXT?

When you enrolled, we promised to be in touch – with a follow-up questionnaire. We'll begin sending out those questionnaires beginning in May 2001. Don't worry; it will be simple to respond.