



spotlight on health

Patients Share Stories Of Their Fight Against Disease

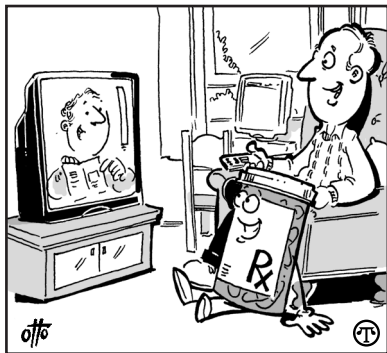
(NAPSA)—Women's basketball coach Kay Yow has fought and won a lot of hard battles on the court. She led the North Carolina State University women's basketball team to four ACC titles and a trip to the NCAA Final Four. And she coached the 1988 women's Olympic basketball team to a Gold Medal. Her unparalleled success and the respect she's earned during a storied career landed her in the Women's Basketball Hall of Fame in 2007.

But Yow's greatest battle has been her off-the-court fight against breast cancer—a battle she continues to fight today. And Yow's story is just one of the inspiring tales now being told on "Sharing Miracles," a new 30-minute public affairs television program that tells the compelling stories of real patients and their fight for health.

"Sharing Miracles," hosted by Billy Tauzin, president and CEO of the Pharmaceutical Research and Manufacturers of America (PhRMA), shares the stories of real patients and how they confronted and often beat their disease. Tauzin—himself a cancer survivor—knows first-hand how important it is for patients confronting a health crisis to hear stories of hope from other patients.

"The words 'game over' aren't part of Coach Yow's vocabulary," says Tauzin, "and that's what it takes to fight and even beat cancer, heart disease, depression or any illness you're dealing with. Hope is an essential ingredient in the fight against disease."

Recent episodes have featured former White House Press Secre-



A new TV program provides a message of hope to patients in their fight against disease.

tary Tony Snow, who is battling colon cancer; syndicated television talk show host Montel Williams, a multiple sclerosis sufferer; and Telemundo TV personality Mayte Prida, who suffered from breast cancer. Future programs will highlight Emmy Award-winning actor Joe Pantoliano; "Leave it to Beaver" star Jerry Mathers, who is fighting diabetes; and pop icon and Broadway star Deborah Gibson, who suffers from anxiety attacks.

"Sharing Miracles" is now on the air in over 20 major television markets. A complete list of cities, as well as video of programs already aired, can be found at www.sharingmiracles.com. In addition, the Web site includes an interactive forum for people to relate their own personal stories of hope and survival. Says Tauzin, "Every patient's battle against disease is unique, but the collective power of shared experience can offer great help and courage to others fighting for their lives."

For additional information, visit www.PhrMA.org.