

RADIO ROUNDUP

**a collection of features, oddities,
and helpful tips**



**NORTH AMERICAN
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194 WORDS, 60 SECONDS

ANSWERING THE BIGGEST UNMET NEED IN CANCER CARE TODAY

WHAT'S AT THE TOP OF CANCER DOCTORS' WISH LISTS? NEW TOOLS AND TECHNOLOGIES TO REVOLUTIONIZE CANCER DETECTION. "EVEN AS TREATMENT OPTIONS HAVE DRAMATICALLY IMPROVED, CANCER DETECTION HAS BEEN FROZEN IN TIME," EXPLAINS DOCTOR BRIAN DRUKER (DROO-KER), WHO HELPED DEVELOP THE FIRST TARGETED CANCER DRUG. "WE NEED BETTER TESTS TO DETECT SUBTLE CHANGES IN THE BODY THAT SIGNAL CANCER IS DEVELOPING. THIS IS THE SINGLE MOST IMPORTANT UNMET NEED IN CANCER CARE TODAY," HE SAYS. TO MAKE THIS VISION A REALITY, A UNIQUE FUNDRAISING CAMPAIGN WAS DEVELOPED TO ACCELERATE THE WORLD-CLASS RESEARCH AT OREGON HEALTH AND SCIENCE UNIVERSITY'S KNIGHT CANCER INSTITUTE. CALLED THE KNIGHT CANCER CHALLENGE, THE CAMPAIGN WAS LAUNCHED WITH A PLEDGE FROM NIKE CO-FOUNDER PHIL KNIGHT AND HIS WIFE, PENNY, AND IS ON TRACK TO RAISE A BILLION DOLLARS TO END CANCER AS WE KNOW IT. DOCTOR DRUKER AND HIS TEAM ARE COMMITTED TO FINDING NEW WAYS TO CATCH LETHAL CANCERS WHEN THEY'RE JUST BEGINNING TO FORM AND ARE MOST CURABLE. THIS APPROACH WILL IMPROVE SURVIVAL RATES AND REDUCE THE NEED FOR HARSH TREATMENTS THAT HAVE LONG-TERM SIDE EFFECTS. YOU CAN HELP. DONATE TODAY AT ONE-DOWN--DOT--ORG.