

MEDIA ADVISORY

\$4.5M COMMITMENT FROM CURE CHILDHOOD CANCER BRINGS GROUNDBREAKING RESEARCH
AND IMMEDIATE HOPE TO GEORGIA FAMILIES

Largest Award in Organization's 43- History
Establishes Aflac Cancer Center Precision Medicine Program

CURE Childhood Cancer, a non-profit organization committed to finding a cure for childhood cancer and helping patient families, has committed \$4.5 million to fund the Aflac Cancer Center Precision Medicine Program (APMP). The APMP was established to provide researchers and doctors with access to technology such as gene sequencing, tissue banking and molecular delivery of therapies. Doctors will be utilizing genetic mapping to identify bio-markers and facilitate clinical activities that could lead to individualized treatments for those running out of options.

“At CURE, we believe precision medicine offers the best hope for children with cancer, both in terms of improving survival rates and lessening the toxic effects of harsh treatments, said Kristin Connor, Executive Director of CURE Childhood Cancer. “Precision medicine has already produced many effective targeted agents and combined therapies for the treatment of adult cancers and we expect the same will be true for children. “

The APMP is led by Douglas K. Graham, MD, PhD, director of the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta. Dr. Graham noted that “About 20 percent of children diagnosed with cancer initially fail to respond to traditional therapies. CURE's significant investment ensures that our researchers, technologists and doctors work together to develop individualized cancer therapies for pediatric patients.”

Initially, genetic mapping through the APMP will be limited to children who have failed standard treatment. However, we expect that the knowledge gained will eventually lead to more precise and individualized treatment for all children. In time, this mapping will occur at diagnosis, and precisely tailored treatment options will be available to all children with cancer.

CURE's journey as a partner in the advancement of precision medicine is only beginning. The organization's multi-year commitment is a significant undertaking, but we are determined to ensure this approach to treatment is widely available for Georgia's children and those beyond our state's borders. For more information on our efforts with precision medicine, please visit www.curechildhoodcancer.org.