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GEOFFREY BEENE



GIVESBACK®

## **2010 ROCK STARS OF SCIENCE™**

### **THE CHAMPIONS OF MEDICAL RESEARCH 8 TOP ROCK STARS AND 17 TOP SCIENTISTS SHOWCASED IN GQ'S BLOCKBUSTER DECEMBER "MEN OF THE YEAR" EDITION**

New York, NY – GEOFFREY BEENE GIVES BACK® and *GQ Magazine* have joined forces, along with the Entertainment Industry Foundation/SU2C, to bring together eight celebrity musicians--rock icon Debbie Harry (Blondie), Bret Michaels, Timbaland, Keri Hilson, Heart (Anne and Nancy Wilson), Jay Sean and B.o.B--and seventeen of the nation's top medical researchers, including two Nobel Laureates. Each photo set is a tribute to "scientific heroes" in fields like translational cancer research, Alzheimer's/neuro-imaging/prevention trials, heart disease/integrative medicine, autism, rare diseases, stem cell research, global health and space age research.

Dubbed Rock Stars of Science™ (ROCK S.O.S™), this special six-page, public service campaign appears in GQ's December "*Men of the Year*" edition, available nationally on November 23<sup>rd</sup>.

ROCK S.O.S™ aims to bridge a serious recognition gap for science, observes journalist Chris Mooney, co-author of the recent book, *Unscientific America*, and a partner of the campaign. "The current gap between science and our popular culture," says Mooney, "keeps Americans from recognizing the centrality of science to their daily lives. They think science is some strange activity performed by slightly geeky others in white coats. In fact, science fuels our economy and is our great hope for cures to diseases that affect all of us."

"The RSOS™ campaign shines the spotlight on this critical national issue," says G. Thompson Hutton, CEO and Trustee of the Geoffrey Beene Foundation, supported by the designer menswear brand Geoffrey Beene, LLC, which dedicates 100 percent of net profits to philanthropic causes. "If we invest in research, we will save lives now and trillions of dollars later."

"Scientists must venture outside their comfort zones to show the public how cool – and how important – their work really is," said Dr. Francis Collins, Director of the National Institutes of Health, and one of the 2009 Rock Stars of Science. "I'm thrilled to see all of these big-name musicians using their star power to shine a spotlight on science. However, it is only the beginning. I urge every scientist get into the act by telling friends, neighbors, community leaders, and elected officials about his or her research and what it means for our nation's health. Imagine how powerful that would be."

Such comments are confirmed by Harris Interactive and Research!America surveys, which report that the public is out of touch with the scientific community. Nearly half of those polled couldn't name a single living scientist.

“We need to tap into the psyche of a younger generation that is turning away from careers in science,” says RSOS Executive Producer, Meryl Comer. “If it takes music and rock stars to connect kids to the ‘cool’ in science, and make researchers the new ‘heroes’ to emulate, then that’s how Geoffrey Beene will design it.”

Says Rock icon Debbie Harry of the scientific lifestyle: You have to be very tenacious, very dedicated. And that kind of mind, that kind of specialness is incredible, and we should all be aware of it.” Another featured artist, Jay Sean (@jaysean), commented: “I went on to study medicine. I was halfway through my degree; it's when my first record deal presented itself...But I'll always be a fan of science.”

In addition to the *GQ Magazine* photo spread, ROCK S.O.S™ will be supported by the website: [www.rockstarsofscience.org](http://www.rockstarsofscience.org). The site will profile the scientists, their teams, and their research institutions. Readers will also have the opportunity to celebrate their own Rock Docs, and qualify for limited edition campaign giveaways.

The 17 distinguished researchers featured in the 2010 RSOS™ GQ spread (including two Nobel laureates) are:

- Stephen B. Baylin, M.D., Deputy Director, Sidney Kimmel Comprehensive Cancer Center, Johns Hopkins; Stand Up to Cancer (SU2C) Dream Team Leader
- Elizabeth H. Blackburn, Ph.D., Nobel Laureate; AACR President; Morris Herzstein Professor of Biology and Physiology in the Department of Biochemistry and Biophysics, UCSF; Member, Stand Up to Cancer (SU2C) Scientific Advisory Committee
- Rear Admiral Susan J. Blumenthal, M.D., M.P.A. (ret.), Former U.S. Assistant Surgeon General, Director, Health and Medicine, Center for the Study of the Presidency/Congress.
- Dr. Geraldine Dawson, Ph.D., Chief Scientific Officer, Autism Speaks, Founding Director, University of Washington Autism Center.
- Frank L. Douglas, M.D., Ph.D., President and CEO, Austen BioInnovation Institute
- Bernard A. Harris, Jr., M.D., MBA, FACP, former NASA astronaut; Founder and President, The Harris Foundation
- Catriona Jamieson, M.D., Ph.D., Asst. Professor, Medicine, Hematologic Malignancies, UCSD, Director, Stem Cell Research, Moores UCSD Cancer Center
- Emil Kakkis, M.D., Ph.D., President, Kakkis EveryLife Foundation
- Frank M. Longo, M.D., Ph.D., Chair, Dept of Neurology and Neurological Sciences, Stanford University Medical School, Founder, Pharmatrophix.
- Joan Massaguè, Ph.D., Chair, Cancer Biology and Genetics Program, Memorial Sloan-Kettering Cancer Center, Executive Committee, Geoffrey Beene Cancer Research Center
- Mehmet Oz, M.D., Vice-Chair and Professor of Surgery, Columbia University; Director, Cardiovascular Institute and Complementary Medicine, NYPH, Host, *Doctor Oz* Show
- Eric M. Reiman, M.D., Executive Director, Banner Alzheimer's Institute and Chief Scientific Officer, Banner Research Institute

- Phillip A. Sharp, Ph.D., Nobel Laureate; Institute Professor, Koch Institute for Integrative Cancer Research, MIT; Chairperson, Stand Up To Cancer (SU2C) Scientific Advisory Committee
- Charles L. Sawyers, M.D., Chair, Human Oncology and Pathogenesis Program, Memorial Sloan-Kettering Cancer Center, Executive Committee, Geoffrey Beene Cancer Research Center
- Craig B. Thompson, M.D., President/CEO, Memorial Sloan-Kettering Cancer Center (MSKCC), Chairman, Executive Committee, Geoffrey Beene Cancer Research Center
- Mehmet Toner, Ph.D., Helen Andrus Benedict Professor of Surgery (Bioengineering), Massachusetts General Hospital, Harvard Medical School; SU2C Dream Team Co-leader
- Michael W. Weiner, M.D., Director, Principal Investigator, ADNI (Alzheimer's Disease Neuro-Imaging Initiative) Professor, Medicine, Radiology, and Psychiatry, UCSF

**ROCK S.O.S™ is a trademark of the Geoffrey Beene Foundation**, supported by the designer menswear brand, GEOFFREY BEENE ([www.geoffreybeene.com](http://www.geoffreybeene.com)). 100% of net profits from GEOFFREY BEENE, LLC fund philanthropic causes. More than \$145 million in value has been funded by Geoffrey Beene entities toward a variety of causes like Cancer, Alzheimer, Heart, Veteran's support, welfare of women and children, protection of animals, and other critical causes.

*GQ is the leading men's general-interest magazine, with a monthly readership of 7 million readers. It is available in print, online at GQ.com, and as an app at iTunes.com. The magazine is published by Condé Nast, a division of Advance Publications. Condé Nast operates in twenty-five countries and is the world leader in exceptional content creation.*

#### **The Entertainment Industry Foundation**

Stand Up To Cancer (SU2C) is a program of the Entertainment Industry Foundation (EIF), the 501(c)(3) not-for-profit organization that serves as the collective philanthropy for the television and film businesses. EIF has distributed hundreds of millions of dollars to support programs addressing critical health, education and social issues. The SU2C movement raises funds to hasten the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives.

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# ROCKSTARS OF SCIENCE™

LIVE FROM THE LABORATORY. GEOFFREY BEENE GIVES BACK\* BRINGS YOU REVOLUTIONARY RESEARCH THAT'S ROCKING OUR WORLD. SHARING THE SPOTLIGHT WITH ROCK ROYALTY ARE THE RSOS™ ALL-STARS, LIKE THE TRANSLATIONAL TRIUMVIRATE AT THE GEOFFREY BEENE CANCER RESEARCH CENTER AT MSKCC, WHO ARE OUT TO END ALL CANCERS.



**JOAN MASSAGUI, Ph.D.**

Chair, Cancer Biology & Genetics, MSKCC  
Geoffrey Beene Cancer Research Center, MSKCC

**CRAIG B. THOMPSON, M.D.**

President & CEO, MSKCC  
Chair, Geoffrey Beene Cancer Research Center, MSKCC

**CHARLES L. SAWYER, M.D.**

Director, Human Oncology & Pathogenesis Program, MSKCC  
Geoffrey Beene Cancer Research Center, MSKCC  
2008 Lester DeBorja Award

**DEBBIE HARRY**

Drawing Parallel Lines between music and research, Icon Debbie Harry (Blondie) is back on tour and fronting an album, Punk of Girls. The Rock and Roll Hall of Famer pays homage to the tenacity of those MSKCC leaders, who are dedicated to making cancer a curable disease one day.

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\*Memorial Sloan-Kettering Cancer Center





## PHILANTHROPY ROCKS

100% of net profits from Geoffrey Beene, LLC fund causes that count. More than \$145,000,000 in value has been funded by Geoffrey Beene entities toward: The Geoffrey Beene Cancer Research Center at MSKCC (dedicated to revolutionary cancer research at the cellular level and new approaches to diagnosis, treatment, and prevention); Geoffrey Beene Gives Back® Alzheimer's Initiative; college and graduate scholarships; welfare of women and children; veterans support; protection of animals; and other critical causes.



**GERALDINE DAWSON, PH.D.**

Chief Scientific Officer, Autism Speaks  
 SPECIALTY: Autism Research

**CATHRIONA JAMIESON, M.D., PH.D.**

Assistant Professor, Medicine, Hematology/Malignancy, UCSD  
 SPECIALTY: Cancer Research & Stem Cell

**EMIL KAKKIS, M.D., PH.D.**

President, Kakkis EveryLife Foundation  
 SPECIALTY: Rare Diseases Research

**REAR ADMIRAL  
 SUSAN J. BLUMENTHAL, M.D., (ret.)**

Former U.S. Assistant Surgeon General  
 SPECIALTY: Global Health & Women's Issues

**FRANK L. DOUGLAS, M.D., PH.D.**

President & CEO, Aastax Biotechnology Institute  
 SPECIALTY: Pharmaceutical Research & Polymers

**JAY SEAN**

"I was halfway finished with my medical degree when my first record deal presented itself," says Jay Sean. "Musicians, we need doctors to look after us, and doctors need music to lift their day. Everybody serves a purpose." With number-one singles and a new album, *Freeze Time*, Jay has found his calling.

"I'll always be fascinated with science."  
 —Jay Sean

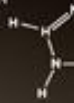
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CATHRIONA JAMIESON: MICHAEL GOODMAN; EMIL KAKKIS: JEFFREY MAYER; GERALDINE DAWSON: JEFFREY MAYER; REAR ADMIRAL SUSAN J. BLUMENTHAL: JEFFREY MAYER; FRANK L. DOUGLAS: JEFFREY MAYER; JAY SEAN: JEFFREY MAYER; GEOFFREY BEENE: JEFFREY MAYER

PROMOTION



## NOBEL LAUREATES

These scientific phenoms received medicine's highest honor: the Nobel Prize. But these Nobel Laureates refuse to rest on their laurels until we're all cancer-free.

"Our music is healing, but these doctors are the true rock stars out here. They're rocking the world." —Heart

### PHILLIP A. SHARP, PH.D.

Institute Professor, Koch Institute for Integrative Cancer Research, MIT  
Chairperson, SLCC Scientific Advisory Committee  
RESEARCH: Cancer, Molecular Biology, Biochemistry, Genetics

### ELIZABETH H. BLACKBURN, PH.D.

Maria Herstein Professor, UCSF; AACR President  
Member, SLCC Scientific Advisory Committee  
RESEARCH: Cancer Research and Telemedicine

### HEART

"There are some of us who would do anything for the ones we love. It's like a Red Velvet Car," says Heart's Ann and Nancy Wilson. Also the title track of their new album, "It's the rocker vehicle."



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CONTRIBUTE TO THE DOC STAR GALLERY

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**B.O.B**

B.o.B makes waves with rule-breaking rap. But gives his props to the 'Socs. Banding together, teamwork is key in both lab and all-night studio sessions. "The collaborations on my album (*B.o.B Presents the Adventures of Bobby Ray*) were all spontaneous and just happened out of the pure excitement of creativity."

**STEPHEN B. BAYLIN, M.D.**

Deputy Director, Kimmel Cancer Center, Johns Hopkins University; Cancer, Engineering; SU2C Dream Team Leader

**MEHMET TONER, PH.D.**

Professor of Biomedical Engineering, Harvard Medical School; Cancer, Engineering; SU2C Dream Team Co-leader

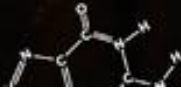
**"This is where the end of cancer begins."**

- SU2C (Stand Up To Cancer)



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Geoffrey Beene Gives Special Thanks to Entertainment Industry Foundation



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