ALTERNATIVE HEADLINE

2015 ASCO Annual Meeting Press Program to Highlight Advances in Cancer Treatment, Prevention, and Patient Care

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ALEXANDRIA, Va. – The American Society of Clinical Oncology (ASCO) today announced the studies to be featured in the 2015 ASCO Annual Meeting press program. They represent advances against an array of cancers and in nearly every major area of cancer patient care, including immunotherapy, targeted treatments, surgery, radiation, cancer prevention, and innovative strategies to improve patients’ quality of life.

The 51st ASCO Annual Meeting will take place in Chicago May 29 – June 2, and will attract more than 25,000 oncology professionals from around the world. This year’s Annual Meeting will focus on the theme of Innovation and Illumination, pointing to the potential for integrating cancer science and health information technology (HIT) to achieve more rapid improvements in patient care. Along with new research, HIT initiatives such as ASCO’s CancerLinQ™ will be featured prominently at the meeting.

The vast majority of the more than 5,000 Annual Meeting abstracts will be publicly posted on abstracts.asco.org on Wednesday, May 13, at 5:00 PM (EDT). An embargoed presscast for media will be held earlier that day, at 12:00 noon (EDT), to highlight four important abstracts. Late-Breaking Abstracts (LBAs), including plenary abstracts, will be released on-site at the Annual Meeting.

EMBARGOED PRESSCAST: Wednesday, May 13, 12:00 noon (EDT)

The presscast will highlight studies representing the range of research being presented at the Annual Meeting. The embargo will lift May 13 at 5:00 PM (EDT) for studies presented in the presscast:

- Results of a phase III, randomized study examining the addition of a novel monoclonal
antibody, elotuzumab, to standard therapy in patients with relapsed or refractory multiple myeloma (Abstract 8508)
- A phase III, randomized study of the use of oral vitamin B3 to prevent non-melanoma skin cancers and pre-cancers in high-risk patients (Abstract 9000)
- A Children’s Oncology Group analysis of the effectiveness of augmented chemotherapy regimens in children with a rare, high-risk type of Wilms tumor, a form of kidney cancer (Abstract 10009)
- Findings from a large trial to determine whether adding docetaxel chemotherapy, zoledronic acid, or both to standard treatment can improve survival for men with high-risk, locally advanced, or metastatic prostate cancer (Abstract 5001)

RESEARCH TO BE RELEASED ON-SITE AT THE ANNUAL MEETING

ASCO will host daily press conferences highlighting important advances in the following research areas:

Immunotherapy: Friday, May 29, 1:00 – 2:00 PM (CDT)
Embargo will lift at 1:00 PM (CDT) for studies being presented in this press briefing:
- A small study of a genomic marker that might help determine which patients with colorectal and other cancers will benefit from PD-1 targeted immunotherapies (Abstract LBA100)
- A phase I/II trial of the PD-1 targeted drug nivolumab for patients with advanced liver cancer (Abstract LBA101)
- Findings from an early-stage trial of the PD-1 targeted drug pembrolizumab in patients with advanced head and neck cancers (Abstract LBA6008)
- A phase III trial PD-1 targeted drug nivolumab in patients with advanced, non-squamous cell non-small cell lung cancer (Abstract LBA109)

Targeted Therapy: Saturday, May 30, 8:00 – 9:00 AM (CDT)
Embargo will lift at 6:30 AM (CDT) for studies being presented in this press briefing:
- A phase II study of the monoclonal antibody daratumumab as stand-alone therapy in treatment-resistant multiple myeloma (Abstract LBA8512)
- The first results of a phase III study of the CD-20 targeted monoclonal antibody obinutuzumab with bendamustine for certain patients with non-Hodgkin lymphoma (Abstract LBA8502)
- Early results from a phase III study of ibrutinib — a first-in-class BTK protein inhibitor — added to standard therapy for chronic lymphocytic leukemia (Abstract LBA7005)
- Results of a phase III study of a new JAK2 protein inhibitor, pacritinib, to treat myelofibrosis, a form of chronic blood cancer (Abstract LBA7006)

Progress Against Rare and Common Cancers: Saturday, May 30, 10:30 – 11:30 AM (CDT)
Embargo will lift at 6:30 AM (CDT) for studies being presented in this press briefing:
- A phase III study of adjuvant docetaxel chemotherapy, added to standard hormone and radiation therapy, for men with localized, high-risk prostate cancer (Abstract LBA5002)
- Results of a phase III study to determine whether patients with melanoma who have a positive sentinel lymph node biopsy should undergo complete lymph node dissection to reduce risk of recurrence (Abstract LBA9002)
- A phase III study of eribulin for patients with leiomyosarcoma and adipocytic sarcoma, two rare
and hard-to-treat cancers (Abstract LBA10502)
- A phase III trial of anastrozole versus tamoxifen to prevent breast cancer after lumpectomy and radiation therapy for ductal carcinoma in situ (DCIS) in postmenopausal women (Abstract LBA500)
- A phase III trial of targeted drug palbociclib in combination with hormone therapy fulvestrant in women with relapsed, metastatic hormone receptor-positive, HER2-negative breast cancer (Abstract LBA502)

Plenary Press Briefing: Sunday, May 31, 8:00 - 9:00 AM (CDT)
All studies in this press conference were selected for ASCO’s Plenary Session, which features abstracts deemed to have the highest scientific merit and greatest potential impact on patient care. The embargo for studies to be presented in this press briefing will lift at 6:30 AM (CDT):

- A major phase III trial of elective vs. therapeutic neck lymph node surgery for early-stage oral cancers (Abstract LBA3)
- Results from a definitive, randomized phase III trial comparing radiosurgery alone to radiosurgery followed by whole brain radiation in patients with limited brain metastases (Abstract LBA4)
- An analysis of survival outcomes from decades of effort to reduce life-threatening, long-term side effects of childhood cancer treatments (Abstract LBA2)
- Initial results from a phase III study of first-line treatment with the PD-1 targeted drug nivolumab and ipilimumab, alone and in combination, in patients with advanced melanoma (Abstract LBA1)

ATTRIBUTION TO THE AMERICAN SOCIETY OF CLINICAL ONCOLOGY ANNUAL MEETING IS REQUESTED IN ALL COVERAGE.

MEDIA RESOURCES

Media registration: To participate in the embargoed May 13 presscast and/or register to attend the ASCO Annual Meeting in Chicago, please visit ASCO’s Media Headquarters at http://mediahq.asco.org.

Submission to Media Headquarters must be completed no later than Friday, May 8, to participate in the May 13 presscast. Pre-registration is required for on-site attendance and must be completed by Friday, May 22.

CancerProgress.Net: ASCO’s interactive website chronicling the progress achieved in clinical cancer research, including an in-depth timeline that tracks major research milestones in 18 of the most common cancers.

Cancer.Net: ASCO’s cancer information website for patients, providing doctor-approved information on more than 120 cancer types.

About ASCO
Founded in 1964, the American Society of Clinical Oncology (ASCO) is the world’s leading professional organization representing physicians who care for people with cancer. With more than 35,000 members, ASCO is committed to improving cancer care through scientific meetings, educational programs and peer-reviewed journals. ASCO is supported by its affiliate organization, the Conquer Cancer Foundation, which funds ground-breaking research and programs that make a tangible difference in the lives of people with cancer. For ASCO information and resources, visit www.asco.org. Patient-oriented cancer information is available at www.cancer.net.

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