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Folder Title:

09/18/2002 Cancer Event (Lance Armstrong)

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DOCUMENT NO.	FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
001	Speech	Remarks on Cancer with Lance Armstrong [page 4]	1	09/18/2002	P6/b6;
002	Note	[Josephine - Note]	1	N.D.	P6/b6;

COLLECTION TITLE:

Communications, White House Office of

SERIES:

Rhodes, Elizabeth (Liz) - Subject Files

FOLDER TITLE:

09/18/2002 Cancer Event (Lance Armstrong)

FRC ID:

3907

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

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- b(1) National security classified information [(b)(1) of the FOIA]
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- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
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**Line by Line
Remarks on Cancer
Wednesday, September 18, 2002
East Room**

- 9:00 a.m. Ushers will set 10x16 stage, 225 chairs, press risers, flags, and rope & stanchion.
WHCA will set audio and podium (Blue Falcon).
- 9:30 a.m. Lights will set.
- 10:15 a.m. Media will pre-set.
Guests arrive East Visitors Gate.
- 10:45 a.m. Stage participants in the Blue Room to meet POTUS.
LEFT to RIGHT order on stage
- ◆ Cynthia Rubin, Breast Cancer Survivor
 - ◆ Matthew Skowronski, Lymphoblastic Leukemia Survivor
 - ◆ Lance Armstrong, Prostate Cancer Survivor
 - ◆ Patricia Goldman, Ovarian Cancer Survivor
 - ◆ Paige Brown, Chronic Myelogenous Leukemia Survivor
 - ◆ Jamal Rasheed, Prostate Cancer Survivor
- 11:00 a.m. Final access.
- 11:15 a.m. POTUS greets stage participants in the Blue Room.
- ***NOTE: Roland will be in the Red Room with a birthday cake for Lance Armstrong.
After POTUS greets the stage participants Roland will bring the cake in for photos.***
- 11:20 a.m. Stage participants are escorted to the East Room and pre-set on stage.
- 11:22 a.m. WHCA announces POTUS accompanied by Mr. Lance Armstrong.
- 11:23 a.m. POTUS gives remarks and introduces Lance Armstrong.
******Lance Armstrong stands stage RIGHT******
- 11:33 a.m. Lance Armstrong gives remarks and concludes event.
******POTUS stands stage RIGHT******
- 11:35 a.m. POTUS and Lance Armstrong depart.

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Remarks on Cancer with Lance Armstrong
September 18, 2002
Draft #9

The fight against cancer has seen major victories – and is on the verge of major breakthroughs. Medical science is helping cancer victims survive – and helping survivors lead better lives. With exercise, nutrition, and changed behavior, we can reduce the chances of developing cancer. And with well-funded research, we are pushing toward new cancer therapies and new cancer cures. The commitment of our Nation is clear: We will win the fight against cancer.

Acknowledgments

- Secretary Tommy Thompson, Department of Health and Human Services
 - Secretary Ann Veneman, Department of Agriculture
 - Senator Judd Gregg (R-NH)
 - Senator Sam Brownback (R-KS)
 - ~~Congresswoman Deborah Pryce (R-OH)~~
 - Congressman Roger Wicker (R-MS)
 - Congresswoman Sue Myrick (R-NC)
 - ✓ Dr. Andrew von Eschenbach, Director, National Cancer Institute
 - ✓ Dr. Elias Zerhouni [zer-HOO-nee], Director, National Institutes of Health
 - ✓ Dr. Richard Carmona [car-MONE-uh], Surgeon General
 - ~~Dr. Julie Gerberding, Director, Centers for Disease Control~~ Ger - Ber
 - Cancer Survivors on Stage
 - Paige Brown, leukemia survivor
 - Patricia Goldman, ovarian cancer survivor
 - Jamal Rasheed, prostate cancer survivor
 - Cynthia Rubin, breast cancer survivor
 - Matthew Skowronski [SKOH-ron-skee], leukemia survivor
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ron
skee

Our progress against cancer is dramatic, and continuing. We know that focused and sustained efforts can make a difference, because we have seen survival rates rise. Lance Armstrong's inspiring career is striking proof that testicular cancer survivors can go on to lead lives of extraordinary accomplishment. Thanks to advances in science, five-year survival rates for testicular cancer have reached an amazing ninety-five percent.

Overall, more than sixty percent of the Americans diagnosed with cancer today can expect to be alive in five years. The survival rate for children after ten years is approaching seventy percent. Today, 8.9 million Americans are cancer survivors, and research and new technology offer hope that this number will continue to grow significantly. Every life ... every name ... is a triumph of medicine, and a triumph of hope.

Given the statistics, the good news about cancer survivors also presents a challenge. Cancer survivors need high quality follow-up care to detect early signs of recurrence, and to treat other problems that come from the illness and its treatment. For example, many childhood cancer survivors do not receive any follow-up care after being treated and cured. Because cancer treatments can harm growing tissues, children are particularly vulnerable to recurrences and complications. The National Cancer Institute is committed to improving the long-term care for all cancer survivors, and especially for children. NCI-funded scientists are exploring new ways to enhance high quality follow-up care for these children.

We also must accelerate our progress against cancer itself. Despite all our gains, the disease continues to take a terrible toll on our country. More than 1,500 Americans die from cancer every day; three out of every four American families will have at least one family member diagnosed with cancer.

Scientists, healthcare providers, and public health professionals are working tirelessly to find cures for this disease – and they need our full support. My 2003 budget would increase funding for cancer research by 629 million dollars, for a total investment in cancer research throughout the National Institutes of Health of more than five billion dollars.

Prevention is critical – and we are just beginning to make progress on cancer prevention. There are smart choices all Americans can make to reduce our chances of disease – choices we are promoting in our HealthierUS [rhymes with bus] Initiative. Even modest improvements in diet, fitness, and behavior can help prevent many serious health problems, including cancer. There is a growing body of evidence that a diet rich in fruits and vegetables reduces the risk of cancer and other chronic diseases. In fact, it has been estimated that dietary changes could reduce cancer deaths in the United States by one-third.

Regular exercise is another way to prevent illness and add years to your life. Last June, I signed an Executive Order directing federal agencies to work together to develop new policies to promote fitness. And I reconstituted the President's Council on Physical Fitness and Sports, and appointed Lynn Swann, a good friend and football legend, to chair the Council. Exercise is an important part of my life, and I urge all Americans to make it an important part of your own lives.

And of course when it comes to behavior there are healthy choices we can all make – like to quit smoking or better yet, never to start.

In addition to a nutritious diet, regular exercise and smart choices, preventive health screenings can also help save lives. They can detect many forms of cancer at earlier, less dangerous stages, allowing doctors to defeat a cancer before it spreads.

While we work to make Americans aware of screenings, scientists are actively investigating new ways of making screenings better and detecting cancer earlier. For example, the National Cancer Institute is launching a new clinical trial to study the most effective way to detect lung cancer.

Scientists have also developed a promising new test that analyzes a single drop of blood to detect ovarian cancer in its earliest stages, even before symptoms develop. Many women are diagnosed with ovarian cancer too late because its symptoms can easily be mistaken for other conditions, such as cysts and other forms of cancer. This new discovery brings great hope for overcoming this disease.

There are still many high medical hurdles that need to be cleared ... but for the first time in human history, we can say that the war on cancer is winnable. And this Nation will not quit until our victory against cancer is complete.

And now, it is my great pleasure to introduce a man who does not know the meaning of the word "quit." Just a few years ago, he was diagnosed with cancer. He was weakened by chemotherapy treatments and told he had a 50/50 chance of surviving. But he has done more than survive ... he has triumphed. His story – from cancer diagnosis to his

fourth straight victory in the Tour de France – is one of the great human dramas in the history of sports. Today, he is celebrating his 31st birthday.

Ladies and gentlemen, it is my great honor to present to you a son of Texas, a great American champion, and an extraordinary human being: Lance Armstrong.

Drafted by: Joe Shattan, Office of Speechwriting
Office: 202/456-5640

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REMARKS ON CANCER

Wednesday, September 18, 2002

East Room

11:15 – 11:45 AM

Margaret Spellings / Karl Rove

I. PURPOSE

To enable you to highlight your Administration's commitment to improving the federal effort to fight cancer, and to raise public awareness of the need for preventive cancer screenings as outlined in your HealthierUS agenda.

II. BACKGROUND

You have committed to fight cancer through a comprehensive agenda that improves the prevention, diagnosis, and treatment of the disease. Your 2003 budget increases funding for the National Cancer Institute by \$913 million for a total \$5.5 billion investment in cancer research at the NCI and throughout the National Institutes of Health (NIH). Through increased collaboration with other federal agencies and the private sector, the NIH is speeding the translation of research breakthroughs into new therapies for patients.

Scientific evidence shows that the chances of surviving and recovering from cancer are improved if the disease is detected early. There is also growing evidence that improvements in physical activity, nutrition and personal behavior can reduce the incidence of cancer in America. In fact, this summer you challenged Americans to take better care of themselves in your HealthierUS initiative, and highlighted measures individuals could take to prevent or delay poor health, including diseases such as cancer.

In May of this year, you appointed Lance Armstrong to the President's Cancer Panel, a three-member group that advises the Administration on progress in the war against cancer. Mr. Armstrong has formed a non-profit organization called the Lance Armstrong Foundation to promote cancer survivorship, the concept of making treatments less severe or invasive and improving the quality of life for cancer survivors. Specifically, the Foundation is advocating for recently introduced legislation to address survivorship. While some problematic provisions in the legislation prevent you from endorsing it, you do support the concept of survivorship and the Administration is currently funding survivorship research programs.

The audience for your remarks consists of leading members of the cancer research and advocacy community, as well as a group of cancer survivors.

III. PARTICIPANTS

Onstage

Paige Brown - Chronic myelogenous leukemia survivor in her early 30s. She produces a news program in Tennessee called "Talk of the Town" and serves as a national spokesperson to raise awareness and inspire others with her disease.

Patricia A. Goldman – Retired airline executive and former government appointee, she currently serves as the President of the Ovarian Cancer National Alliance, an educational and advocacy organization based in Washington, D.C., that unites ovarian cancer survivors, advocates and healthcare professionals in the fight to overcome ovarian cancer. Patricia was diagnosed with ovarian cancer in 1993.

Jamal Rasheed – 48-year-old prostate cancer survivor from Dallas. Serves as a health education consultant to the Dallas Public School system and teaches children about physical fitness and drug and alcohol awareness. Mr. Rasheed founded the Alternative Education Athletic Association of Texas - giving at-risk inner-city children a safe place to learn and play sports.

Cynthia Rubin - Diagnosed at the age of 36 with Stage III breast cancer, Cynthia serves as President of the Young Survival Coalition. She is featured in the Lifetime TV documentary Fighting for Our Future, about young women and breast cancer that will air on October 10, 2002, as well as a companion book. She is a partner at Flemming, Zulack & Williamson, LLP in New York City specializing in Family and Matrimonial Law.

Matthew Skowronski – 13-year-old acute lymphoblastic leukemia survivor from Purcellville, Virginia. Matt is an active participant in the Leukemia and Lymphoma Society's Team In Training program, which helps to raise money for leukemia and lymphoma research.

VIPs In Audience

Secretary Tommy Thompson

Dr. Andrew von Eschenbach, Director, National Cancer Institute

Dr. Elias Zerhouni, Director, National Institutes of Health

Dr. Richard Carmona, Surgeon General

III. PRESS PLAN

Open Press.

IV. SEQUENCE OF EVENTS

- Pre-brief in Oval Office.
- You arrive in Blue Room for brief visit with cancer survivors and Lance Armstrong.
- Cancer survivors are pre-set onstage.
- You and Mr. Armstrong are announced and proceed onstage.
- You deliver remarks.
- You introduce Mr. Armstrong.
- Mr. Armstrong delivers brief remarks.
- You thank guests and depart.

V. REMARKS

Prepared by Speechwriting.

VI. ATTACHMENTS

None.

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to cancer survivors

- early screening

- awareness

- fitness agenda

POTUS + Lance + ~~5~~

Stage

Blue Room

Matthew
Boj

WTCA +

POTUS + Lance

POTUS remarks

Lance 3 mins

10 x 14 Stage

11:00 AM

180

~~180~~ people - 10:15 AM

Thompson - seated

No Blue

NIH

Surgeon General

Bleat

Asian

Prostate

Leukemia

Skin

childhood (?)

—

The President

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As scientific evidence has shown that the chances of surviving and recovering from cancer are improved if the disease is detected early, you have made preventive screenings one of the four keys of your HealthierUS initiative that you announced in June. Your budget also includes a 5% increase in funding for the Centers for Disease Control's breast and cervical cancer screening program.

In May of this year, you appointed Lance Armstrong to the President's Cancer Panel, a three-member group that advises the Administration on progress in the war against cancer. Mr. Armstrong has formed a non-profit organization called the Lance Armstrong Foundation to promote cancer survivorship, the concept of making treatments less severe or invasive and improving the quality of life for cancer survivors. Specifically, the Foundation is advocating for recently introduced legislation to address survivorship. While several problematic aspects of the legislation prevent you from endorsing it, you do support the concept of survivorship and the Administration is currently funding survivorship activities.

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