

WCNY and Upstate Cancer Center
Present a Community Event

Cancer: The Story of Care in Central New York

March 25, 2015
6 to 8 p.m.
Upstate Cancer Center
750 East Adams St.
Syracuse, NY 13210
wcny.org/storyofcancer



Explore the history of cancer with Ken Burns's newest documentary 'Cancer: The Emperor of All Maladies'



One of the longest running wars in human history remains the scourge of the modern age. Fought with razor-sharp scalpels, invisible rays, and lethal poisons in battles deep within the human body, its casualties number in the hundreds of millions. Nearly one in two men and one in three women will fight cancer directly; nearly all of us will feel its collateral damage.

The story of cancer spans centuries and continents. It's a scientific story, but also a deeply human one: of doctors, researchers, and especially, patients. Through courage, suffering, and occasional hubris, they pushed the boundaries of knowledge. And after defining what we now know as cancer, they mobilized the federal government and private industry to wage an all-out campaign against it – a campaign we are still fighting today.

**To learn more about the film,
to watch a preview, and to meet the creators
and producers, visit cancerfilms.org.**



Dr. Sidney Farber, considered the father of modern chemotherapy c. 1950



Dr. Brian Druker, led the development and clinical trials of Gleevec c. 2001.

Watch on WCNY

Cancer: The Emperor of All Maladies airs March 30, 31 and April 1, from 9 to 11 p.m. on WCNY. *Insight* WCNY's weekly public affairs program, explores advances in cancer treatment. See program online at wcny.org/storyofcancer.



CANCER

THE STORY OF CARE IN CENTRAL NEW YORK

THE STORY OF CANCER WALL

About the Wall

It's a terrifying experience when you, a friend, or a family member is diagnosed with cancer. Some visits to the doctor might leave you with questions and fears. No one understands these feelings better than the people who experience it. On the Story Wall, communities across the nation are invited to share their stories and read about others who are affected by cancer. Write a blog post, watch digital shorts, visit support pages on Facebook, engage with people on Twitter, and find people nearby who you can communicate with and relate to.

Submit Your Story

1. Visit cancerfilms.org/story-wall.
2. Click on "Submit Your Story" at the top of the page under the title "Share Your Story with the Community."
3. Enter your name, email address, story title, and story into the fields.
4. To the right of these boxes there is an option to add a photo, video, zip code, share your Twitter handle or add your local PBS station. By adding your zip code you'll be able to connect with others in your area, and they can find you. By adding your Twitter handle, others can follow you and your tweets.
5. If you don't want your name to appear on your story, click the "Publish anonymously" checkbox.
6. To submit your story click "I agree to the TERMS AND CONDITIONS" and click the "Submit" button.

Digital Shorts

Watch short videos about people who are facing cancer.

Blog

Follow the stories of those affected by cancer.

Stories Nearby

Find local people in your area who you can connect with.

Shared Stories

If you submitted a story, here's where you'll find it. Everyone has a unique story to share. Feel free to leave comments; it's all about creating a supportive community.

Twitter

Follow special Twitter accounts dedicated to raising awareness about cancer. If you chose to share your Twitter handle in your story, it appears here.

Facebook

"Like" these pages to learn more about and become part of their community.

