



CEDARS-SINAI MEDICAL CENTER®

**NEWS**

8700 Beverly Blvd., Room 2429A ■ Los Angeles, CA 90048-1865  
Office (310) 423-4767 ■ Fax (310) 423-0435

Cedars-Sinai Media Contact: Allison Nelson  
310-423-3773 or [allison.nelson@cshs.org](mailto:allison.nelson@cshs.org)

Sharon Osbourne Contact: Jay Marose  
213-841-7813 or [jay@thegroup1.com](mailto:jay@thegroup1.com)

**FOR IMMEDIATE RELEASE – August 5, 2004**

## **SHARON OSBOURNE COLON CANCER PROGRAM ESTABLISHED AT THE SAMUEL OSCHIN COMPREHENSIVE CANCER INSTITUTE AT CEDARS-SINAI MEDICAL CENTER**

**LOS ANGELES, CA (Aug. 5, 2004)** – Cedars-Sinai Medical Center is proud to announce the establishment of the Sharon Osbourne Colon Cancer Program at the Samuel Oschin Comprehensive Cancer Institute. Following her personal and well publicized struggles with colon cancer, Osbourne realized a need to provide support for the nationally recognized Cedars-Sinai Medical Center Colon Center, which is devoted to saving lives through advanced research, early detection, prevention and state-of-the-art treatment options for colon cancer.

The Sharon Osbourne Colon Cancer Program will fund three vital initiatives, including:

- 1) sponsored care and direct financial assistance to people in need;
- 2) specialized care and treatments for colon cancer patients at Cedars-Sinai; and
- 3) elevated awareness and education for patients, families and the community.

“Colon cancer is a particularly insidious disease that strikes both men and women. If caught in time, the treatments can be highly effective – but they are not fun for anyone and can be out of reach financially for too many. When I saw people taking the public bus after a chemotherapy treatment, I knew I had to get involved,” Osbourne said. “I am passionate about making it my personal mission to do what I can to make sure that all colon cancer patients are empowered with the same resources and receive the same level of treatment I received. This Program is the embodiment of a dream of mine and partnering with Cedars-Sinai allows me to touch the lives of so many others.”

Sharon Osbourne became a household name after starring with her husband, Ozzy, and two of their three teenage children in the Emmy Award-winning hit reality series, “The Osbournes” on MTV. In the midst of the show’s success, Osbourne was diagnosed with colon cancer in July of 2002. She was treated at Cedars-Sinai Medical Center by a team of doctors, including her surgeon, Edward Phillips, MD, FACS, director of the Center for Minimally Invasive Surgery. Now fully recovered and with the cancer in remission, Osbourne has collaborated with Dr. Phillips, who will spearhead the Program, and Cedars-Sinai to make her dream of helping others with colon cancer a reality.

(more)

“Sharon’s strength, conviction and determination throughout her ordeal have inspired numerous people and have brought colon cancer awareness directly into our community,” remarked Dr. Phillips. “Sharon boldly allowed the public into her private world and in the process, inspired us with her candor and positive outlook during a tumultuous time in her life. With the funding from this Program, we will have the opportunity to offer others with colon cancer the support they need.”

For more information, or to make a donation to the Sharon Osbourne Colon Cancer Program at the Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai Medical Center, please visit [www.cshs.edu](http://www.cshs.edu).

###

If you have received this news release in error and do not wish to receive future advisories, or if they should be directed to someone else in your organization, please call 1-800-396-1002, so we can update our records. Alternatively, you may fax your updated information or your request for removal from our list to 808-263-3364 or e-mail it to [sandy@vancommunications.com](mailto:sandy@vancommunications.com).