



*under the*  
**MICROSCOPE**

FUNDING CANCER RESEARCH SINCE 1968

Spring 2022



CELEBRATING



*Back on the Block*  
*47th Annual Block Party*

HONORING ENTREPRENEURS, PHILANTHROPISTS & COMMUNITY LEADERS

**JANET CROWN and STEVE ROBINSON**

WITH THE LARRY POWELL SPIRIT OF CONCERN AWARD

**SATURDAY EVENING, JULY 9<sup>th</sup> 2022 | 6pm**

PARAMOUNT STUDIOS HOLLYWOOD

On **Saturday evening, July 9, 2022 Concern Foundation's 47th Annual Block Party** will be **BACK ON THE BLOCK** at Paramount Studios Hollywood after two years of virtual events due to COVID-19 health and safety concerns. The anticipated sold-out event is expected to be attended by over 3,500 guests with a goal to exceed our previous record \$1.8 million dollars raised for cancer research.

This year Concern will be honoring entrepreneurs, philanthropists and community leaders **Janet Crown and Steve Robinson** with the first ever *Larry Powell Spirit of Concern Award* named after one of the founders of the organization. The backlot streets will be filled with plenty of musical and interactive entertainment on multiple stages featuring the Tom Nolan Band, D' City Sound & Events, and the Vibrato Grill Jazz stage. Throughout the venue guests will find photo studios, lounges, casino style gaming, and spa services provided by the Beauty Bus Foundation. One of the highlights of the evening will be the online silent and live auctions underwritten by ZACUTO GROUP that will feature items and packages including one-of-a-kind opportunities, concert and event tickets, restaurants, staycations, golf packages and so many other wonderful items donated by our friends throughout the community.

For the 16th year, Concern is honored to celebrate The Best of LA 2022® on Los Angeles magazine's street, which will feature lounges, photo booths, food stations, DJ dancing and much, much more. Once again, Los Angeles magazine will donate another \$25,000 to Concern to help further our mission.

Great food and beverages will be found up and down every street including notable mainstays of the Block Party, such as Vibrato Grill Jazz, Factor's Famous Deli, Bar Hayama & the California Sushi Academy, The Drago Group, Porta Via, Maria's Italian Kitchen, and Pink's Famous Hot Dogs just to name a few. Joining Concern for the first time are H&H Brazilian Steakhouse, Gion Beverly Hills, Conservatory West Hollywood, Ike's Love & Sandwiches, Milagro Tequila, Bé Û, Little Llama Peruvian Tacos, Deutsch Family, Brontë Bakes with many more joining every day.

Starting from a simple idea back in the early 70's that has grown to become a reality with thousands of moving parts is the one thing that sets Concern's signature Block Party apart from most other organizations in this city. It takes a tremendous team comprised of three generations of volunteers all working together each year and this year's Block Party is on course to be one of our most successful fundraising events yet.

**For more information about the Block Party and how you can get involved, visit our website at:**  
**[www.concernfoundation.org/block-party](http://www.concernfoundation.org/block-party)**

**IN THIS ISSUE**

Block Party Honorees ..... 2  
Tribute Journal Form..... 3  
Auction Donations ..... 4  
Team Concern & Grant Recipients ..... 5  
Scan to donate..... Back Cover



**CONCERN**  
FOUNDATION

FUNDING RESEARCH - CONQUERING CANCER

# The Larry Powell Spirit of Concern Award

## JANET CROWN and STEVE ROBINSON

Entrepreneurs, Philanthropists &  
Community Leaders



### Janet Crown

Ms. Crown is a successful entrepreneur and philanthropist in Los Angeles. She founded Burn 60 Fitness Studios in Southern California (2005-2021). In 2018, she and her husband Steve Robinson opened Brewery X, an independent craft brewery in Anaheim, CA. In prior years, Ms. Crown worked in the commercial and sponsorship division at Creative Artists Agency. Ms. Crown is the inventor of Crutchkeepers.

Ms. Crown is member of the Board of Trustees of the Los Angeles County Museum of Art (LACMA), Aspen Art Museum (ARM), founding member of Project Blue LA, Painted Turtle Camp, Operation Progress LA, Run To Remember, and the Watts Rams. She is on the advisory board of Lollipop Theater Network, and Children's Hospital Los Angeles (CHLA). She is a lifetime trustee at Denison University. Janet and Steve are National Co-Chairs of We Charity/WE Well-being.

Born and raised in Chicago, Illinois, Ms. Crown received her B.A. from Denison University and M.S. from Northwestern University's Medill School of Journalism.

### Steve Robinson

Mr. Robinson currently sits on the following boards: RAND (Security and Economic Policy), The Crown Center for Middle East Studies at Brandies, Cedars Sinai Board of Governors, Jewish Graduate Student Initiative, 77th street Police Foundation, Project Blue, Community Safety Services, Children's Hospital of Los Angeles Advisory Board, Crown Family Philanthropies and, The Watts Rams.

Steve Robinson has more than 40 years of experience in multiple industries where he has been an integral participant in more than 50 operational transformation efforts in the manufacturing, retail, hospitality, distribution, telecommunications, food service, day care, ready mix, and computer industries. Mr. Robinson's entrepreneurial experience includes being the Founder and Chief Executive of six ventures - Thirsty's, Quenchers and Surf City Grill fast food chains; The World POG Federation - creators of the POG's children games, Data Systems, CLEAR, Reimagine, and most recently Brewery X.

Mr. Robinson is a Reserve Police Officer for the Los Angeles Police Department and The Hawthorne Police Department.

Mr. Robinson is a LEAN certified specialist, Certified Six Sigma Black Belt, Certified Project Manager and Certified Toyota Production System (TPS) Practitioner. He is an active member of the Young Presidents' Gold Organization.

Ms. Crown and Mr. Robinson reside in Los Angeles with their five children and two grandchildren.

# Tribute Journal Form

**Premier: \$100,000**

Reserved tables, 50 Block Party tickets, Full Page Digital Tribute\*, event signage and sponsor name on invitation

**Benefactor: \$50,000**

Reserved tables, 36 Block Party tickets, Full Page Digital Tribute\*, main stage signage and sponsor name on invitation

**Platinum: \$25,000**

Reserved tables, 24 Block Party tickets, Full Page Digital Tribute\* and recognition in publicity materials

**Hall Of Fame Diamond: \$13,000**

Reserved tables, 18 Block Party tickets, Full Page Digital Tribute\*

**President's Gold: \$6,000**

Reserved table, 12 Block Party tickets, Full Page Digital Tribute\*

**Research Patron: \$3,000**

Reserved table, 6 Block Party tickets, Full Page Digital Tribute\*

**Family Contributor: \$1,500**

4 Block Party tickets (2 adults and 2 children under 12), no table, Half page Digital Tribute\*

**Individual Block Party Tickets**

@ \$400 each Qty. \_\_\_\_\_ \$ \_\_\_\_\_

\*Fair market value of each Block Party ticket is \$125.00

## Digital Journal Pages & Listing

Full Page Digital Tribute (15" w X 8" h) \_\_\_\_\_ \$1,200

Half Page Digital Tribute (15" w X 4" h) \_\_\_\_\_ \$750

Quarter Page Digital Tribute (7" w X 4" h) \_\_\_\_\_ \$500

Eighth Page Digital Tribute (3½" w X 2" h) \_\_\_\_\_ \$250

Friends of Concern (name only): \_\_\_\_\_ \$100

(Please Print) Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Concern Solicitor \_\_\_\_\_  Sorry, I am unable to attend. Please accept my donation in the amount of \$ \_\_\_\_\_

Enclosed is my check made payable to **Concern Foundation** \$ \_\_\_\_\_  Please charge my:  VISA  MC  AMEX  DISC

Amount \$ \_\_\_\_\_ Acct.# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

## PLEASE MAIL THIS FORM

along with payment and artwork to:

**CONCERN FOUNDATION**

ATTN: TRIBUTE JOURNAL 2022

11111 WEST OLYMPIC BLVD. SUITE 214

LOS ANGELES, CA 90064

or you can submit your tribute and payment on-line at [www.concernfoundation.org](http://www.concernfoundation.org) and e-mail tribute to [wendy@concernfoundation.org](mailto:wendy@concernfoundation.org)

For further information call: 310-360-6100

LEARN MORE ABOUT CONCERN AT  
[WWW.CONCERNFOUNDATION.ORG](http://WWW.CONCERNFOUNDATION.ORG)

\*RULES REGARDING EXEMPT INCOME FOR CHARITIES REQUIRE "MESSAGES, TRIBUTES OR ACKNOWLEDGEMENTS" (AS OPPOSED TO "ADS") FOR THE TRIBUTE JOURNAL. MESSAGES MAY INCLUDE A CORPORATE LOGO AND/OR TRADEMARK MESSAGE, BUT SHOULD NOT CONSTITUTE AN "AD" FOR THE COMPANY. CONCERN FOUNDATION'S FEDERAL ID #23-7002878

PLEASE RE-RUN THE SAME TRIBUTE AD FROM LAST YEAR'S JOURNAL.

WE ARE CREATING A DIGITAL TRIBUTE JOURNAL THAT WILL BE DISPLAYED ON A CONTINUOUS VIDEO LOOP ON LARGE SCREENS THROUGHOUT THE EVENT.

If you wish to submit your ad electronically, we will ONLY accept **PDF, EPS, JPEG, INDESIGN OR ILLUSTRATOR files suitable for 1920 x 1080 pixel resolution, aspect ratio 16:9.** You can also send text in a Word document.

If your ad includes logos or images, please send them separately as high resolution JPEG or vector files.

Email ads to **Wendy Ohye** at [wendy@concernfoundation.org](mailto:wendy@concernfoundation.org)

**AD DEADLINE:**  
**Friday, June 24, 2022**



# Auction Donations

have helped **Concern Foundation** raise **millions of dollars** to fund **cancer research** worldwide!

**Cancer is still the enemy and the challenges of continuing to raise funds to support cancer research are more important as ever.**

We hope Concern can count on your support through donations of items for our auction. Our auctions have previously included autographed items, restaurant and retail gift certificates, one-of-a-kind experiences, wine, tickets to concerts and sporting events, staycations, health and beauty items and experiences, family games and activities, sports and workout equipment, classes, meet and greets, golf, as well as personal and home electronics.

**Among the many benefits of being a donor are:**

- The auction listing on our state of the art platform which is accessible not only locally but worldwide both during and prior to the event.
- The Concern Foundation website and social media postings.
- Our digital event Tribute Journal which is projected during the virtual event broadcast and then uploaded to our website for an entire year following the event.



**Scan the QR code to fill out the auction donation form online.**

Please consider our donation request, and return the form at your earliest convenience so that we may provide you and your donation with as much exposure as possible. If you have any questions regarding this request or the Block Party, please call the Concern office at (310) 360-6100 or e-mail [megan@concernfoundation.org](mailto:megan@concernfoundation.org)

Sincerely,

A handwritten signature in black ink that reads "Bettina O'Mara".

**Bettina O'Mara**, Auction Chair  
Concern Foundation Auction Committee

Know anyone interested in participating as a food or beverage vendor at the Block Party? **Scan the QR code to find out more information.**



# Team Concern Raises Over \$230,000 at the 2021 LA Marathon!

On Saturday, November 6 and Sunday, November 7, more than 105 Team Concern runners and walkers completed the LA BIG 5K and the LA Marathon & Charity Challenge. Thanks to the dedication of our team members, organization partners, and continuing support from our donors, Team Concern raised almost \$233,000!

Concern Foundation once again teamed up with Beauty Bus Foundation, The Kevin Cordasco Foundation: Something Yellow, Cedars-Sinai's Wellness, Resilience, and Survivorship Program, and AYA@USC. We also had two new partners

this year – The Men's Cancer Network and Sharsheret. Together, this group of marathon and 5K participants committed to raising funds and awareness to conquer cancer.

We are so proud of Team Concern and all of the athletes who tirelessly trained and fundraised on our behalf. What a fantastic weekend with inspiring people to help us "Conquer Cancer, One Mile at a Time."



## CONCERN FUNDED RESEARCH IMPACT UPDATE

**Selma Masri, PhD**, assistant professor in the Department of Biological Chemistry at UCI School of Medicine

### 2018-2020 Conquer Cancer Now Recipient

New research by Selma Masri, PhD, assistant professor in the Department of Biological Chemistry at the University of California, Irvine School of Medicine reveals how the circadian regulation of glucose production in the liver is lost during lung cancer progression, and how the resulting increase in glucose production may fuel cancer cell growth. The circadian clock is our intrinsic biological pacemaker that maintains physiological homeostasis in all tissues of the body. Under conditions of stress, the biological clock is rewired as an adaptive mechanism to maintain synchrony and equilibrium throughout the body.

The new study titled, "Glucagon regulates the stability of REV-ERB $\alpha$  to modulate hepatic glucose production in a model of lung cancer-associated cachexia," illustrates how the circadian clock is regulated under conditions of stress such as lung cancer progression and cancer-associated tissue wasting disease called cachexia.

"Our research shows that a critical circadian protein, REV-ERB $\alpha$ , controls glucose production in the liver. During lung cancer progression and specifically under conditions of cachexia, this circadian regulation is lost, resulting in increased glucose production from the liver," said senior author Dr. Masri. "Based on our findings, we identified that lung tumors are able to provide instructive cues to the liver to increase glucose production, a major fuel source for cancer cells."

This research places the circadian clock as a central regulator of glucose production during lung cancer progression and provides important insight toward the development of novel therapeutics to target REV-ERB $\alpha$  to suppress cancer cell growth.

**Rémi Buisson, PhD**, assistant professor in the UCI School of Medicine Department of Biological Chemistry

### 2020-2022 Conquer Cancer Now Recipient

A new study led by Rémi Buisson, PhD, assistant professor in the University of California, Irvine School

of Medicine Department of Biological Chemistry identifies two ways in which APOBEC3A—a vital enzyme responsible for genetic changes resulting in a variety of cancers while protecting our cells against viral infection—is controlled.

APOBEC3A is a vital part of the immune system that works to protect cells from viral infection by inducing mutations to block viruses from replicating. However, APOBEC3A also induces mutations by directly attacking cancer cell genomes, which results in increased levels of DNA mutations that lead to cancer progression, metastasis and drug resistance.

"In our previous studies, we demonstrated that APOBEC3A-induced DNA mutations are very frequent in cancer patients. In fact, we found they are present in up to 80 percent of certain cancer types such as lung, breast or bladder cancers," said Dr. Buisson.

This work illustrates how viral infection triggers a specific innate immune response to activate APOBEC3A expression in human cells and how it is an important step in the elimination of the virus. It also illustrates how different chemotherapeutic

drugs stimulate APOBEC3A, but through a completely different type of immune response, which cause mutations that further enhance cancer aggressivity.

"Together, our results reveal different ways for the cells to regulate APOBEC3A expression to address different types of stresses that the cell may encounter," said Buisson. "By understanding how cancer cells and viral infections regulate APOBEC3A expression, we are poised to take critical step forward toward the development of both new therapeutic strategies to fight cancer and new anti-viral therapies."

More work is needed to develop strategies to prevent mutations caused by APOBEC3A in the cancer genome that increase tumor heterogeneity, promoting disease progression and resistance to therapies. With regard to viral infections, the next step is to determine whether certain types of mutations previously detected in viruses such as SARS-CoV-2 (COVID-19) are the result of APOBEC3A activity and affect the replication of the virus in the cells.



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