



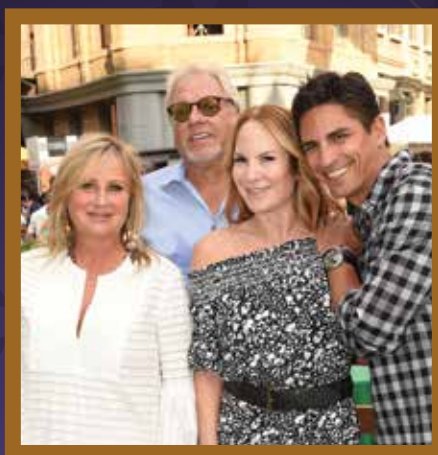
under the MICROSCOPE

CONCERN FOUNDATION'S 43RD ANNUAL BLOCK PARTY RAISES \$1.7 MILLION FOR CANCER RESEARCH

On Saturday, July 8, 2017, Concern Foundation for cancer research produced its 43rd Annual Block Party on the backlot of Paramount Pictures Studios in Hollywood. Themed *Kingdom of Concern*, the highly anticipated event hosted approximately 4,000 guests and raised \$1.7 million for cancer research through ticket sales, sponsorships and live and silent auctions.

Guests had a chance to experience 70 food and beverage vendors including 1212 Santa Monica, Button Mash, Lawry's The Prime Rib, Morton's Beverly Hills, STK Los Angeles, Trejo's Tacos, Tito's Handmade Vodka and more. The streets were filled with entertainment such as casino-style games, photo booths, renaissance characters, and bands such as The Merry Wives of Windsor, Sportive Tricks and the Tom Nolan Band. The Best of LA® on *Los Angeles* magazine's street presented an Equinox recharge station and the Infiniti Lounge featuring live cooking demonstrations from celebrity chef Scott Conant.

During the evening program, the main stage played a video that shared a powerful message of Concern Foundation's accomplishments and a call to join their efforts. The live auction, led by lifestyle expert and entertainment reporter, Mar Yvette, followed, during which guests bid on exclusive opportunities such as Dodger dugout Seats, a luxury vacation in Costa Rica, and VIP tickets to NBC's *The Voice* with guitars signed by Blake Shelton and Maroon 5, just to name a few.



The *Spirit of Concern Humanitarians* awards were presented to Edén Alpert, Kelly Stone and Bruce Singer. All three honorees were recognized for their local philanthropic efforts. Edén Alpert is a community activist who has worked with several prominent non-profit organizations in the LA area. She is also a partner at Herb Alpert's Vibrato Jazz Grill, and has participated in the Block Party as a longstanding supporter of Concern Foundation.

Actress Sharon Stone then took the stage to introduce her sister, Kelly Stone, and brother-in-law, Bruce Singer. Kelly and Bruce have been committed to Planet

Hope whose programs provide summer camps, food and warmth resources, medical and dental care and more to terminally ill and homeless children. Their seasonal charitable program, "Hope for the Holidays," gives over 12,000 gifts to children living in homeless/abuse shelters and hospitals with terminal diseases.

"Concern's Block Party is the best event in Los Angeles. We may have it every year but it's never the same party. With 20 top food and beverage companies joining us for the first time this year, the Block Party just gets better and better," said Derek Alpert, Concern's President. "The positive comments on social media and from our donors are testaments to our success. One of our sponsors said it best: we 'make raising money for cancer research fun.'"

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A message from Ilyse Teller

Concern Foundation Board Chair

Reflecting on nearly two years as Concern's board chair, I could not be prouder of what this organization has accomplished in 2017 alone.

We're supporting dozens of young researchers making promising strides in immunology. Our participation in the 2017 LA Marathon raised nearly \$200,000, and our fourth annual Cycle With Soul raised over \$30,000.

Concern has revived its group of young professionals who are committed to widening Concern's footprint in the community and ensuring our ability to support cancer research far into the future. We continue making new friends, from individuals to organizations and businesses, all of whom want to get involved and partner with us in various ways.

The Block Party was better than ever and raised \$1.7 million, thanks to our honorees, volunteers and staff. We've already begun to plan next year's Block Party and have some incredible honorees lined up that we are excited to announce in the coming weeks.

As we approach Concern's 50th anniversary in 2018, I am honored to stay on as board chair to celebrate this momentous occasion. When Concern was formed in 1968, we had hoped to have found a cure and close our doors within 10 years. Those goals have shifted over the years and now we're no longer just hoping for one cure, but focusing on finding more effective ways to treat the thousands of cancers out there. With continued advancements in immunology leading to higher survival rates and longer lifespans, we are succeeding.

We hope that over the next 50 years, we will reach the goal of finding cures and treatments for all cancers. We know we can't do it without you, Concern's dedicated and generous supporters, and we are so grateful for your longstanding commitment to conquering cancer.

Ilyse Teller



43RD ANNUAL BLOCK PARTY





The Sprocket Project



The Sprocket Project



The Sprocket Project



The Sprocket Project



Brian Woods



Oishii Press/Night House Productions



Brian Woods



The Sprocket Project



The Artists Project



The Sprocket Project



The Sprocket Project



G Brothers Photography



The Sprocket Project



The Sprocket Project



The Sprocket Project

Many Thanks to The Royal Volunteer Subjects

DUSTIN ALPERT
HEATHER ALPERT
ADAM BEESEN
JABARI BROWN
ISAAC CARUSO
RUSTY FELDMAN
DEREK FREED
SAMANTHA GALEN

ELLEN GLICK
MARSHALL GLICK
RENEE GRAMA
SHIRLEY HOWARD
GIEDRA KISKIS
SAM KORNFELD
KIMBERLY KORNAHRENS
KIMBERLY LEAVESSEUR

JOE MARIAM
ILANA MASSI
LUCAS MEYERS
JOSH NEUMANN
REBA NEUMANN
JERRY OTELSBURG
LORRAINE RICE
KIM RICHARDS

SHELLY SCOTT
EILEEN SILVER
JORDAN TELLER
LAUREN TELLER
KENDRA TIO
ANNETTE WEITZ
SHEILA WEITZ

Thank You to our Incredible 2017 Block Party Food & Beverage Vendors!

FOOD

1212 Santa Monica
Bar Hayama
Bourbon Steak by Michael Mina
Button Mash
CAFÉ del REY
California Sushi Academy
Casablanca Restaurant & Catering Service
Cornucopia Caterers presents
Chef Dennis Timashpolsky
Dulan's on Crenshaw Soul Food
El Floridita Cuban Supper Club
Factor's Famous Deli
Farm Fresh To You
The Flats
Fogo de Chao
Giacomino Drago Group of Restaurants
The Grill on the Alley
Herb Alpert's Vibrato Grill & Jazz
The Hideout
The Independence
Kabuki Japanese Restaurant
Laurel Point Restaurant
Lawry's The Prime Rib
Maria's Italian Kitchen

Miracle Noodle
Morton's Beverly Hills
Ocean Prime Beverly Hills
Pink's Hot Dogs
popchips
Porta Via Beverly Hills
Pruffrock Pizzeria
Samba Brazilian Steakhouse
Savore Cuisine
Slab
Someone's in the Kitchen
STK Los Angeles
Tavern
Trejo's Tacos
Upper Crust Pizzeria
The Urban Oven

BEVERAGE

Asahi Beer U.S.A.
buzzbox premium cocktails
Coca Cola Products
Copa d'Oro
Don Q
Duvel
Fireman's Brew
The Love Song Bar

Mama's Boy Infusions
Pasquini Espresso Co.
Peerless Coffee
Reed's Ginger Brews
Suja
Tito's Handmade Vodka
Viticoltori Ca' Di Frara Oltrepo Pavese
Weaver's Coffee & Tea

DESSERT

Bertha Mae's Brownies Co.
BUZZBAR Alcohol Infused Frozen Treats
for adults
Choctál Single-Origin Ice Cream
Dandy Don's Home Made Ice Cream
DeLuscious Cookies & Milk
The Fry Girl
The Gluten Free Goddess Bakery
Jennifer Pennifer Bakes
Just Jan's
La Provence Patisserie & Café
Mychal's Howl at the Moon Café
Rita's Italian Ice of Santa Clarita Valley
Somebody's Mother's Chocolate Sauce
SuperCool Creamery

SAVE THE DATE
JULY 14, 2018
FOR A SUPER BLOCK PARTY
CELEBRATING CONCERN'S
50TH ANNIVERSARY

Marc Skid Partnership

Concern Foundation has formed a brand new partnership with Marc Skid, a new premium, eco-friendly underwear brand that has pledged to donate \$4 from each purchase to help fight against cancer.

Marc Skid organic men and women's underwear is offered in four colors - blue, green, red or white - with each color representing a different charity focus. The purchase of red underwear allows customers the option of supporting one of three health-related charities, one being Concern Foundation.



In addition to giving back to charities, Marc Skid aims to better the earth by utilizing organic pima cotton and a

recycled water bottle in every waistband.

Marc Skid owner and creator Dan Barry used Charity Navigator in deciding the giving back process. Each of the nine charities Marc Skid supports has a Four Star rating, ensuring it is among the most trusted and supported charities.

We're so excited about this unique way for consumers to support a socially conscious business while contributing to critical cancer research at the same time. Learn more about Marc Skid at www.marcskid.com

Cycle With Soul



The fourth annual **Cycle With Soul** on October 1 was a huge success. With every single bike sold at the Beverly Hills studio, and nearly \$32,000 raised, it was truly a spectacular event.

Spencer Ludwig returned for the second year in a row to perform two of his hit songs. His performance elevated the spirit of the room and encouraged riders to keep going. After the ride, all 50 participants enjoyed refreshments provided by Juice Crafters and Pinkberry to cool off and restore their energy.

We have board member **Courtney Teller** to thank for creating and leading this event. In four years, Cycle With Soul has raised more than **\$100,000 for cancer research**.

We'd like to acknowledge **Jamie and Dustin Branch** for raising more than \$4,000 in their Concern fundraising debut. We're grateful for your support and hope you'll be back again!

Also, a special thanks to **Personal Dental, Anxiety Therapy LA, and Juice Crafters** for sponsoring this event, so that 100 percent of the proceeds go directly to cancer research!

Annual Day for the Kids at Universal Studios



October 8 was the annual Day for the Kids at Universal Studios, Hollywood, for pediatric cancer patients and their guests. As always, it was one of the most special days of the year and we love that we can bring this amazing day to all of these deserving kids.

A very special thanks to Universal Studios Discover a Star Foundation for generously donating this remarkable day to us for the 29th year. We enjoyed a delicious lunch catered



by Universal Studios Hollywood. After lunch, groups explored the park together almost until closing, ending the day right before Halloween Horror Nights begins.

One parent said her child could not sleep the night before because this is one of her favorite days of the year. It is comments like these that remind us of why we do what we do.

As one of the first events from our new young professionals group, Concern Now, many of our amazing volunteers were new to Concern, and are excited to get

involved in our future events. With over 300 patients and guests, we couldn't do it without our wonderful volunteers. They really do make this day special.



An Evening of Fall Classics, Fashion and Baseball at Carrol and Co.

On October 3, Carroll and Co. in Beverly Hills hosted a special event featuring Dodgers legend Steve Garvey. The evening began with mingling, wine and food provided by Wally's, followed by an interview with Garvey conducted by board member John Carroll. The night also included a silent auction that raised \$2,400 for Concern. This event was an intriguing night for Dodger fans, and a great way to raise money for Concern Foundation.



Holiday Toy Drive

It's that time again to start collecting toys and gifts for our holiday party for pediatric cancer patients and their families!

Concern Foundation needs your help so that all children at the party can receive holiday gifts. Please consider donating new, unwrapped toys--or host a toy drive within your family, community or workplace! We're looking for:

- Toys, crafts, one-size fits all clothing/accessories for ages 0-20
- Target gift cards
- Our highest need is gifts for teenagers and young adults

Your donated toys and gifts will be distributed to over 600 Los Angeles area pediatric cancer patients and their families at our annual Holiday Party on Sunday, December 17th at Paramount Studios. For some families, these are among the only gifts they will receive this holiday season so we are extremely grateful for your part in bringing them holiday cheer!

Please drop off items at the Concern office by **Monday, December 11**. Donations after this date will be saved for the 2018 holiday party. Contact Concern with any questions or to arrange pick-up for large size donations.

Introducing **CONCERN** *now*

We are excited to introduce the newest addition to Concern Foundation—Concern Now. Concern Now is comprised of Concern's young professional supporters and volunteers who are eager to be a part of Concern's future.

Concern Now has organized two new events for the Fall Season. The BeatBuds Friendraiser on November 11 is an event for families to participate in at Kidz Korner in Encino and enjoy the musical stylings of the popular children's music group, The BeatBuds.

The second event is "A Mix and a Mingle" at STK at the W Hotel in Westwood, also on November 11. Guests are invited to drink, eat and play games as a kick-off to our partnership with STK and the new "A Cocktail of Concern" that will be featured on the STK menu. Proceeds from the sale of this drink at STK will benefit Concern Foundation.

Concern Foundation's NEXT GENERATION OF LEADERS



Concern Now is cooking up some events for the spring season as well. If you would like to be a part of this dynamic group, please contact Concern for more information.

Concern Grant Recipient Receives \$1.9 Million from NIH

Muller Fabbri, MD, PhD, at Children's Hospital Los Angeles was recently awarded \$1.9 million by the NIH to further develop his neuroblastoma research. In 2014, Concern Foundation funded his project, Tumor Associated Macrophages exosomal miRNAs in Neuroblastoma biology, with the Conquer Cancer Now grant.

We're happy to see that his early research yielded results that were worth exploring further, and that the initial seed money from Concern has allowed Dr. Fabbri to continue his potentially life-saving research on the third most common type of childhood cancer. Read on for more details of his research, as reported by a press release from Children's Hospital.

This research will focus on a completely new strategy targeting immune cells that contribute to disease progression with a goal toward the development of more potent immunotherapies to improve the outcomes for children with this disease.

Neuroblastoma (NB) is a type of solid tumor that starts in immature nerve cells of the sympathetic nervous system. While NB is one of the most common types of pediatric cancer, it is still very rare. Out of the 13,000 children who are diagnosed with cancer each year, only about 650-700 are diagnosed with NB. The disease primarily occurs in children younger than age 10 and is most common in infants and very young children.



"My research project is based on the fact that sometimes cancer cells are able to hijack the immune system and use it to their advantage," said Fabbri. "The cancer cells release

a signal that can be captured by the immune cell and consequently the immune cells stop fighting the cancer and actually help the cancer grow.

"We are really 180° apart from what researchers previously believed – that the immune cells are always defending us – it turns out that they can receive signals from cancer cells and become the best allies of cancer. Now that we know that this happens, the goal is to interrupt communication between the cancer cells and the immune cells, so that the immune cells do not forget what they're supposed to do -- which is to fight against cancer and not help it."

Other members of the research team include Shahab Asgharzadeh, MD, and Richard Sposto, PhD, of the Children's Center for Cancer and Blood Diseases at Children's Hospital Los Angeles. Sposto is also Director of the Biostatistics and Bioinformatics Core.

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under the MICROSCOPE

UPCOMING EVENTS:

Sunday, December 17

Concern Holiday Party at Paramount Pictures

Saturday, March 17, 2018

LA BIG 5K at Dodger Stadium

Sunday, March 18, 2018

*Los Angeles Marathon & Charity Challenge at Dodgers Stadium
Concern Foundation Marathon Cheer Zone in Beverly Hills*

Saturday, July 14, 2018

44th Annual Block Party at Paramount Pictures

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