



NEWS RELEASE

FOR IMMEDIATE RELEASE

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**DR. DAVID HOHN,
ROSWELL PARK CANCER INSTITUTE PRESIDENT & C.E.O.,
TO BE 2006 JOHN E. OLSON LECTURER**

Cooperstown, N.Y. - On Wed., October 11, 2006, the Friends of Bassett in conjunction with Bassett Healthcare's Regional Cancer Program will present the Friends for Life Patient Education Dinner and 12th annual John E. Olson Lecture at The Otesaga Hotel in Cooperstown.

The 2006 Olson lecturer will be Dr. David Hohn, president and C.E.O. of the Roswell Park Cancer Institute in Buffalo and chair of the National Comprehensive Cancer Network. Dr. Hohn's topic will be "Challenges in Health Care: A Cancer Center Director's Perspective."

At RPCI, Dr. Hohn oversees operations of the hospital, research facilities and education department. He has implemented a plan for RPCI to become internationally and nationally competitive in cancer science, completed a \$250 million renovation of the Institute and implemented an innovative managed care strategy that has broadly opened access to the Institute. Dr. Hohn has written extensively for peer-reviewed journals, collaborated on numerous abstracts and contributed to many books on medical topics.

A cocktail reception starts at 5:30 p.m., dinner at 6:00 p.m. and the lecture at 7:00 p.m. Seating is limited and reservations are required. The evening's all-inclusive cost is \$60.

Proceeds from the Friends for Life Patient Education Dinner are designated toward the Bassett Healthcare Regional Cancer Program's acquisition of an RV-type medical screening coach that will have the capacity and range to expand cancer screenings, early detection services and other services, and reach previously underserved residents of central New York.

The Fly Creek Cider Mill and Orchard is a Supporting Sponsor of the event. A range of corporate sponsorships is still available at affordable levels. For information on how you or your company can help Bassett improve the quality, delivery and standards of cancer care in our region through a corporate sponsorship of the Friends for Life Patient Education Dinner and John E. Olson Lecture, please call the Friends of Bassett office.

Corporate sponsorships also are available for other upcoming Friends' special events such as "A Night at El Morocco," the 2006 Bassett New Year's Eve Gala, which will feature jazz legend Hank Jones and his trio, and the 2007 KeyBank Bassett Invitational.

If you plan on attending the Friends for Life dinner and have special dietary needs or if you have seating preferences, please call the Friends of Bassett office: 607.547.3928.

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PHOTO:

On Wednesday, Oct. 11, Dr. David Hohn, president and C.E.O. of the Roswell Park Cancer Institute in Buffalo and chair of the National Comprehensive Cancer Network, will deliver the 12th annual John E. Olson Lecture, following the Friends for Life Patient Education Dinner at The Otesaga Hotel. The benefit is organized by the Friends of Bassett and the Bassett Healthcare's Regional Cancer Program.