



## **DIAGNOSED WITH CANCER AT AGE 36, CONNECTICUT RESIDENT AND HIS FAMILY BEGIN ROAD TRIP TO SHOW CANCER IS NOT THE END OF THE ROAD**

### ***The Myeloma Mobile Will “Empower Patients” as the Tuohy Family Brings Personal Experience and the Latest Treatment News to Cities Coast- to-Coast***

**North Hollywood, CA, June 15, 2007** -- The International Myeloma Foundation (IMF), today said the first cross-country trip of the MYELOMA MOBILE is underway with Michael Tuohy who was diagnosed with the blood cancer myeloma when he was just 36 years old, his wife Robin and their two children - 14-year-old Ally and 9-year-old Mikey. Their goal is to “empower” and encourage patients and their families by letting them know that although blood cancers such as myeloma are being diagnosed in younger people in increasing numbers, there are new therapeutics that are helping to make myeloma treatable and more manageable.

“When I was diagnosed at age 36 I never expected to hear the word ‘cancer,’” said Michael Tuohy. “There I was with a young family and I was told I had five years to live, plunging us into a scary and unknown world. But nearly seven years past diagnosis, I’m in full remission, feeling good and coaching my son’s baseball team, and now I want to share the news.”

The MYELOMA MOBILE will give Michael and Robin a chance to reach out to other patients and caregivers, and as the children of a cancer survivor, Ally and Mikey will be able to speak with others their age about living with a parent with cancer.

“Cancer can be daunting for families facing it alone, especially a cancer with an unusual name such as ‘multiple myeloma,’” says Robin Tuohy. “We had never heard of it ourselves. So we are taking this opportunity to travel across country bringing literature and information that patients and families can use.”

“And the Tuohys have important information to bring,” added Susie Novis president and co-founder of the IMF. “While the benefits of most cancer treatments are measured in months, we are seeing many of our patients experience long-term responses measured in years and achieved without the ravages of chemotherapy.”

The Myeloma Mobile begins its summer trip in New Haven, CT and travels to Boston and Cambridge; Ann Arbor, MI; Madison, WI, Rochester, MN; Grand Island, NE, Denver, CO; Sunnyvale, San Diego and Los Angeles, CA; Scottsdale, AZ; Dallas and Houston; Atlanta, Virginia Beach, Baltimore, Philadelphia, Summit, NJ, and then a homecoming in Waterbury, CT on August 17.

Myeloma, also called multiple myeloma, is a cancer of the bone marrow that affects the production of red cells, white cells, and stem cells. It is the second most common of the blood cancers affecting an estimated 750,000 people worldwide. In industrialized countries it is being diagnosed in growing numbers and in increasingly younger people. There is no cure, but new drugs that can be used in combination and in sequence, are changing the outlook for people like Michael Tuohy.

#### **ABOUT The International Myeloma Foundation**

The International Myeloma Foundation is the oldest and largest myeloma organization, reaching more than 135,000 members in 113 countries worldwide. A 501 (c) 3 non-profit organization dedicated to improving the quality of life of myeloma patients and their families, the IMF focuses in four key areas: research, education, support and advocacy. To date, the IMF has conducted more than 120 educational seminars worldwide, maintains a world-renowned hotline, and operates Bank on a Cure®, a unique gene bank to advance myeloma research. The IMF was rated as the number one resource for patients in an independent survey by the Target Research Group. The IMF can be reached at (800) 452-CURE or [www.myeloma.org](http://www.myeloma.org).

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