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Matt Gerson, Prevent Cancer Foundation Vice Chairman, Named Washingtonian of the Year for 2007

His Experience as a Young Cancer Patient Led Him to *Tracy's Kids*, a Pediatric Art Therapy Program Serving Local Cancer Centers

(Alexandria, VA) – **Matt Gerson**, Vice Chairman of the Board of Directors for the **Prevent Cancer Foundation**, has been named a Washingtonian of the Year (in the January 2008 issue now on newsstands). For nearly four decades, *The Washingtonian* magazine has honored those who are making Washington a better place and inspiring others to make a difference in the city.

“Matt’s special appreciation for the plight of young cancer patients has made him a tireless champion for this very special program,” comments **Jan Bresch Mahrer**, Executive Vice President and Chief Operating Officer of the Prevent Cancer Foundation. “We are extremely proud of him for being recognized with this honor. He has made such a difference in the lives of sick children, their siblings and their parents.”

Gerson spearheads fundraising for *Tracy's Kids* (www.tracyskids.org), a pediatric art therapy program of the Prevent Cancer Foundation that helps children being treated at Georgetown Hospital’s Lombardi Cancer Center and the Children’s National Medical Center. The program works to ensure that each child is emotionally equipped to fight the disease as actively as possible and prepare for the time when he or she is cancer free – resources and a mindset that were not available to Gerson when he fought cancer as a child.

The Foundation’s president and founder, **Carolyn Aldigé**, who herself was named a Washingtonian of the Year in 1996, adds, “*The Washingtonian* is recognizing Matt Gerson for his volunteer leadership in catapulting our *Tracy's Kids* program as a mechanism to make a real difference in the lives of so many children – and the outcome of their disease. Due to his dedication and hard work over the last decade, *Tracy's Kids* will be in four area clinics by the end of 2008.”

Gerson is also actively engaged in advising the Tourette Syndrome Association regarding its public policy objectives in Washington, D.C., and is a member of the Kennedy Center’s Community Board. He is Executive Vice President, Public Policy and Government Relations, for the Universal Music Group, the world’s largest music company.

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Editor's Note:

For more information about the **Prevent Cancer Foundation** (formerly the Cancer Research and Prevention Foundation), visit: www.preventcancer.org.

About Prevent Cancer Foundation

The Prevent Cancer Foundation (formerly the Cancer Research and Prevention Foundation) was started in 1985 when Founder and President Carolyn Aldigé first understood the power of prevention to defeat cancer – and recognized that too few of the country's resources were used to promote cancer prevention research or education. Today, it is one of the nation's leading health organizations and has catapulted cancer prevention to prominence.

Since its inception the Foundation has provided more than \$97 million in support of cancer prevention and early detection research and education programs. The Foundation's peer-reviewed grants have been awarded to more than 300 scientists from more than 150 of the leading academic medical centers nationwide. This research has been pivotal in developing a body of knowledge that is the basis for important cancer prevention and early detection strategies. For more information, please visit www.preventcancer.org.