

THE WELL WISHER

THE OLIVIA NEWTON-JOHN CANCER AND WELLNESS CENTRE APPEAL – UPDATE

A Personal Message from Olivia

On a recent visit to Australia, I took the opportunity to visit the Austin Hospital and meet with our Appeal's project team and see design plans for the Centre. I am thrilled with the progress...we've got the architectural team busy sketching design plans and I hope we can break ground some time next year!

We have been able to come this far thanks to the support we receive from our many generous donors. Thank you!

My husband John and I attended a MYER Community Fund garden party to accept their \$1 million pledge for our Appeal! We were also delighted to attend the Lord Mayor's Charitable Foundation Heart of Melbourne Ball to accept their largest ever grant – of \$1.5million!

I also participated in a fundraising concert at the Sydney State Theatre, where I was joined by a host of talented friends who donated their time to perform and help raise more than \$100,000 for our Appeal.



It really has been an exciting and busy time for the Appeal and I am thrilled to announce that Sir Cliff Richard, Leeza Gibbons, Sigrid Thornton, Tottie Goldsmith, Pat Farrar, Sue McIntosh and Barbra Ward have joined our Ambassador program for the Appeal. They join Dannii Minogue, who we announced as an Ambassador in the previous Well Wisher.

We still have a way to go with our fundraising and very much appreciate your support. Your continued commitment to the Appeal inspires so many others to join our mission to help change the way cancer is treated and provide support to help heal the whole person - body, mind and spirit. Thank you.

Love and Light

This issue - Focus on Melanoma

MORE DONATIONS BRING THE DREAM CLOSER TO REALITY



Olivia with Melbourne Lord Mayor, John So

The support we receive for our Appeal continues to inspire others to join the mission towards helping change the way cancer is treated. In September 2008, Olivia Newton-John attended two special events in Melbourne to announce \$2.5 million worth of new support.

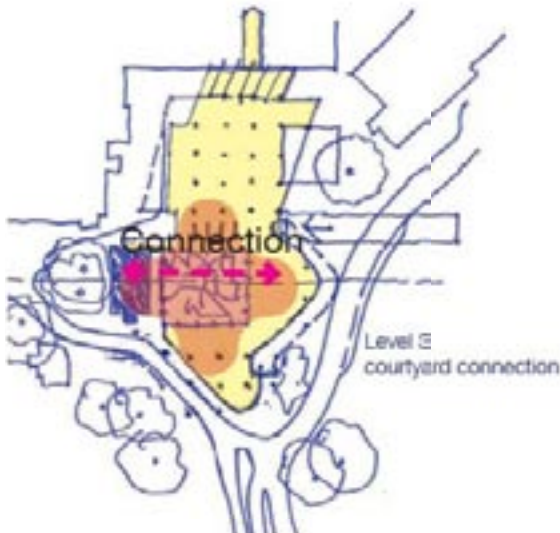
The Lord Mayor's Charitable Foundation presented their first ever Signature Grant of \$1 million, for the Appeal, and pledged an additional \$500,000 to further assist the development of our wellness programs.

The Foundation's President, Lord Mayor John So said, "The Olivia Newton-John Cancer and Wellness Centre will be a significant step forward in combating the major impact of cancer on families in our community. We proudly support Olivia in her fundraising quest".

The Myer Community Fund pledged \$1 million that will be delivered over a four-year partnership from proceeds of their annual Precious Metal Ball.

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PROJECT UPDATE - CONCEPT DRAWINGS



Aerial view of the building concept

We are excited to be able to share with our Well Wisher readers, the latest design sketches of the proposed Cancer and Wellness Centre.

The Daryl Jackson Architects firm has been appointed to work on the project in association with McConnell Smith and Johnson (MSJ). Daryl Jackson Architects is one of the most highly awarded architectural practices in Australia and has designed many iconic buildings in Australia - with an international reputation for high-quality consultation and design work.

The firm’s director, Daryl Jackson said the Olivia Newton-John Cancer and Wellness Centre design embraces the historical Zeltner Hall that will house most of the Wellness Centre services. The design also embraces the Austin Hospital Gardens and the Yarra Valley mountain views.

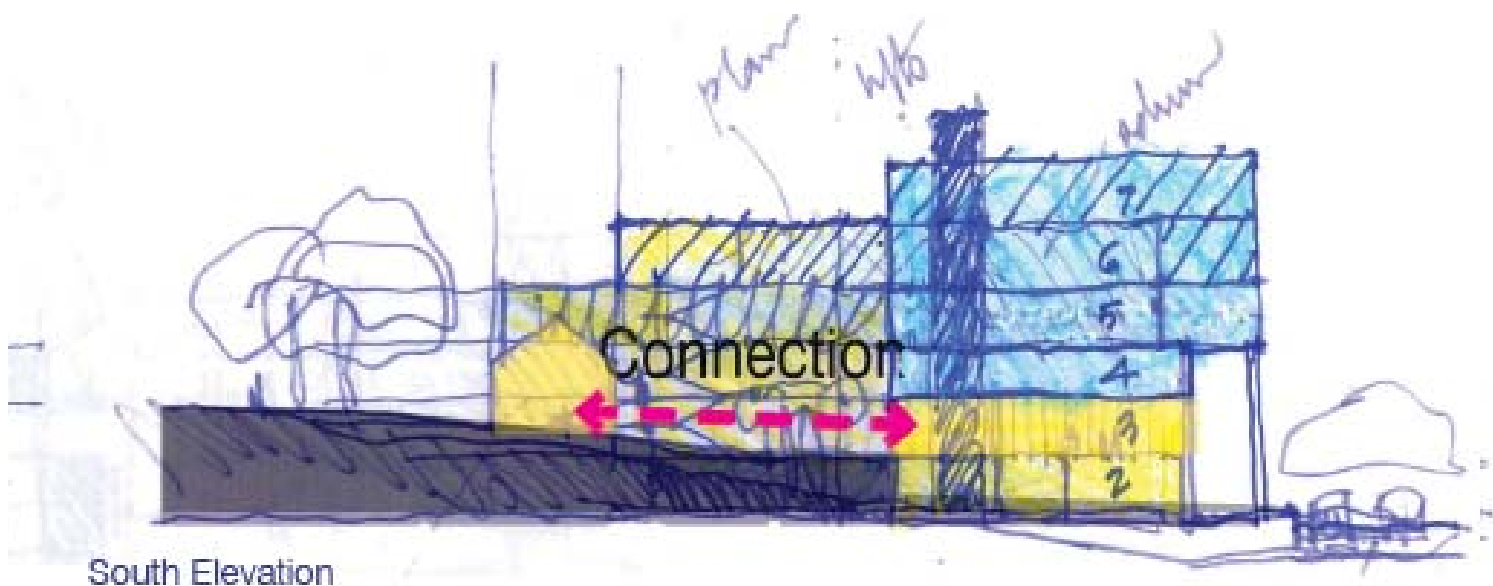
The design concepts are inspired to address health issues and incorporate Olivia’s wellness philosophy.

“We will create a humanely compassionate, ‘residentially’ inspired environment for patients and their loved ones, offering a unique result that will be appreciated as a world-leader,” Mr Jackson said.

“Another ‘institution’ is not required, but rather a series of spaces engaging sensory garden rooms, water features and calming influences,” said Mr Jackson. “This would provide flexible spaces and some privacy and yet encourage patient interaction, using texture and colour to help relieve anxiety.”

Mr Jackson commented that relaxation rooms or breakout spaces would help with the “internal restoration” of those affected with cancer. “Sustaining belief in one’s recovery is vital to the Olivia Newton-John philosophy, and this above all else is the critical value,” he said.

Mr Jackson said that the Centre’s design would also include special integrated research facilities to enhance scientific discoveries - from the laboratory to the bedside – to best assist translational research.



South Elevation

A view depicting the building concept from the south



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Olivia Newton-John said, "I am delighted that the MYER Community Fund is so generously supporting my Cancer and Wellness Centre Appeal to help change the way the whole person is treated."

"From my own experience, I know that a positive mind and a loving environment with integrative and holistic therapies can play an important part in healing," Ms Newton-John said. "I am so proud that my Centre will help provide these elements, which for me was such an important support during my cancer and wellness journey."

Olivia (centre) with Myer Community Fund (L to R) Directors John Hawker, Campbell Paine and Louise Myer, Charities Officer Tanina Burrone and Chairman Paul Bonnici.

SKIN CANCER RESEARCH BOOST

Skin cancer is the most common cancer in Australia with over 380,000 people treated for the disease each year*. That's over 1,000 people every day. There has never been a more urgent need to find new and better treatments, with over 1,600 Australians dying from skin cancer each year.**

Head of the Austin / Ludwig Oncology Unit at Austin Hospital, Professor Jonathan Cebon and his research team were granted \$1 million from The Melanoma Research Alliance in the United States, to further investigate and develop vaccines for melanoma – which is the deadliest form of skin cancer.

Professor Cebon and his team have been working to identify 'melanoma stem cells' - a type of cell that appears to act as the source of the melanoma mass. Professor Cebon

is recognized internationally as a leader in the field of therapeutic cancer vaccine development in melanoma.

Professor Cebon said, "This grant will help us enormously in looking at new ways to specifically target these melanoma stem cells so that we can hopefully significantly reduce the number of patients who relapse after treatment."

Professor Cebon and his research team suspect that the vaccine target is present only in the very small number of crucial melanoma stem cells and not in the bulk of the cells that make up the melanoma.

"When you're pulling out weeds, you have to get all the roots or the weeds will grow back," explains Professor Cebon. "We think that these melanoma stem cells are essentially the roots of melanoma."

*www.skincancer.org.au; **www.sunsmart.com.au

DID YOU KNOW

- Melanoma is the most dangerous type of skin cancer but, if caught early, most melanomas are curable. If untreated, melanoma can spread to other parts of the body. If this happens, it isn't usually curable¹
- Australia has the highest rate of skin cancer in the world. The biggest risk factor for developing melanoma is overexposure to UV radiation from the sun¹
- Individuals with large numbers of moles (more than 100) are at greater risk of developing melanoma²
- UV radiation is the part of sunlight that causes sunburn and skin damage and leads to premature ageing and skin cancer

SYMPTOMS:

The first sign of melanoma is usually a new spot or an existing mole or freckle that changes in appearance. Some of the changes might be:

- The spot may grow larger
- The edges of the spot may look irregular rather than smooth
- The spot may be mottled with a range of colours such as brown, black, blue, red, white or light grey
- The spot may be itchy or may bleed

The change usually happens over weeks or months, not days.

WHERE TO GET HELP

- Your doctor • Dermatologist

¹ www.betterhealth.vic.gov.au ² www.dermcoll.asn.au

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OUR NEW AMBASSADORS

In our previous news, we were delighted to report that Dannii Minogue became an Ambassador for the Olivia Newton-John Cancer and Wellness Centre Appeal.

We are now thrilled to announce that Sir Cliff Richard, Leeza Gibbons and one of Australia's leading actresses, Sigrid Thornton have also become Ambassadors. Also joining our Ambassador program is Australian identity Tottie Goldsmith (Olivia's niece), Pat Farrar (who used to sing with Olivia as a teenager), and two long-time supporters and also dear friends of Olivia's - Sue McIntosh and Barbra Ward.

Olivia said that she was delighted they accepted her special invitation to join the Ambassador program, as it was a way to formally acknowledge and honour their involvement and commitment to our cause.

Sir Cliff Richard said, "The more I learn about Olivia's

Cancer and Wellness Centre, the more I realise that it's going to be something very different and necessary and unbelievably positive for the planet."

Sigrid Thornton said, "I feel privileged to do whatever I can to support a Centre which will further Australia's groundbreaking cancer research as well as introduce a holistic perspective on cancer treatment."

Despite their hectic schedules, our new Ambassadors were moved to join the Ambassador program for Olivia, which will include being involved in select fundraising opportunities and helping spread the news about the Appeal around the world.

You too can help the Appeal by making a donation today to the Olivia Newton-John Cancer and Wellness Centre Appeal. Your support is greatly appreciated.



Sir Cliff Richard



Leeza Gibbons



Sigrid Thornton



Tottie Goldsmith



Pat Farrar



Sue McIntosh



Barbra Ward

Thank you TO OUR SUPPORTERS

Each gift, no matter the size, helps us reach closer to creating a truly special world-class Cancer and Wellness Centre. We couldn't do it without you!

Along with our wonderful monthly pledge supporters, some recent donations were made possible thanks to the following supporters:

- At the start of "The Great Walk and Family Fun Day" presented by The Rotary Club of Kariang Somersby & lead sponsor Blackberry in August 2008, raised \$11,000 for the Appeal. The event was made possible thanks to the hard work of Adam Sutton and Dayna Groppenbacher and their team of volunteers. More than 600 people attended the day including Mike Goldman, Layne Beachley, Kirk Penguilly, Allison Cratchley, Tammy McIntosh, Melinda Schneider and Sea FM Radio.
- Part proceeds from the sales of digital photo key chains, from Lako Pacific and Kasier Baas, raised \$3,000 for the Appeal.
- Sales from the exclusively bred "Olivia Rose", created in honour of Olivia Newton-John, have raised more than \$9,000 to date for the Appeal - from part proceeds of sales since the April 2008 launch by rose grower Peter Nosow of Landsdale Rose Gardens. The apricot-pink rose bushes are available throughout Australia at Mitre 10, Bunnings and leading garden retailers. It is expected that this is the first of many donations as sales continue of this beautiful rose.
- The Only Olivia club has raised \$42,480 in total for the ONJCWCA over a few years with over \$30,780 of this total being raised since April 2008! Thank you!



