Elekta Among Major Sponsors of Rocks Against Cancer Fundraiser

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ATLANTA, Sept. 8 /PRNewswire/ -- Elekta is one of the leading supporters of the Rocks Against Cancer [1] benefit to take place September 16 at the Angel Orensanz Foundation for the Arts in New York City. Proceeds from the event will support EIF cancer programs, including Stand Up to Cancer [2] (SU2C), an initiative created to speed the development and deployment of promising new therapies to improve and save patient lives. The celebrity chairperson of Rocks Against Cancer is actor John Lithgow.

"As a human care company, Elekta [3] is honored to support Rocks Against Cancer," says Jay Hoey, Executive Vice President of Elekta North America. "It is only through the medical community and philanthropic outreach that we can complete our mission, which is putting into the hands of healthcare professionals the tools they need to treat cancer and brain disorders, and to improve, prolong and save patient lives."

The first and only freestanding cancer center of its kind in Manhattan, The Farber Center for Radiation Oncology [4], is hosting the event, as well as serving as a major sponsor.

"Rocks Against Cancer was put together with the same principles for why we started The Farber Center for Radiation Oncology on the most humanistic level," says Leonard A. Farber, M.D. [5], the Center's Founder and Director. "It is about giving back to people and the community, and bringing cancer care to the next level. It is in harmony with Elekta's philosophy [6], which emphasizes caring for the whole person, not just treating their disease. The most fundamental understanding of the preciousness of life is what has driven us to pursue our dream to help people with cancer—to help the
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Links:
[1] http://rocksagainstcancer.com/
[2] http://www.standup2cancer.org/
[3] http://www.elekta.com/

[4] http://www.thefarbercenter.com/
[5] http://thefarbercenter.com/blog/the-founder/
[6] http://www.elekta.com/corporate_international_who_are_we.php
[7] http://www.bio-medicine.org/medicine-technology-1/Elekta-Among-Major-Sponsors-of-Rocks-Against-Cancer-Fundraiser-10680-1/