



FOR IMMEDIATE RELEASE

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Contact:

Marion Swan (212) 349-2910 or
(347) 920-6680

**Lymphoma Research Foundation Announces
New Chief Executive Officer**

New York, NY – The Lymphoma Research Foundation (LRF), the nation's largest lymphoma-focused voluntary health organization devoted exclusively to funding lymphoma research and providing patients and health care professionals with critical information on the disease, today announced that it has chosen Diane Blum to become its next Chief Executive Officer, effective January 25, 2010.

Ms. Blum will succeed Suzanne Bliss who led the organization for more than eight years of sustained growth.

"As a leader in the oncology community and the executive director of *CancerCare* for 20 years, Diane brings experience and knowledge that will make her an effective leader of the LRF as it moves forward in its mission to eradicate lymphoma and help all those touched by it," says Errol Cook, Chairman of LRF's Board of Directors. "We are delighted that she will be joining us to lead LRF into the next decade of progress."

Ms. Blum has been executive director of *CancerCare* since 1990 as it grew from a regional agency to a \$ 35 million dollar organization that provides professional support services and financial assistance to people with cancer and their loved ones in all 50 states. Prior to joining *CancerCare* as its director of social service, Ms. Blum served as social work supervisor at Memorial Sloan-Kettering Cancer Institute and the Dana-Farber Cancer Institute.

Ms. Blum serves as Editor-in-Chief of cancer.net, the American Society of Clinical Oncology (ASCO) website for patients and the public. She serves on committees of ASCO, the National Association of Social Workers (NASW) and the Institute of Medicine (IOM) and is a member of the editorial boards of five oncology-related publications. She is co-founder of the National Alliance of Breast Cancer Organizations and is also a founder of National Breast Cancer Awareness Month.

Ms. Blum's awards include the Special Recognition Award from the National Coalition for Cancer Survivorship and the Special Recognition Award of the American Society of Clinical Oncology. Most recently, Ms. Blum received ASCO's 2009 Partners in Progress award which honors patient advocates whose work has increased public awareness about cancer and its causes, cures and treatment.

Ms. Blum has written and lectured extensively about the psychosocial needs of cancer patients and their families. Her research has been published in a variety of medical journals including the *American Journal of Hospice and Palliative Care*, *Journal of Clinical Oncology*, *Journal of*

Psychosocial Oncology, Journal of Pain and Symptom Management, and Annals of Internal Medicine among others.

Ms. Blum received a bachelor's degree from the University of Rochester and a master's degree from the School of Social Welfare at the State University of New York at Buffalo.

"I am honored to have been selected by the Lymphoma Research Foundation to be its CEO," Blum said. "I look forward to working with the broad base of professionals, patients and advocates who have been tireless in their efforts to eradicate lymphoma."

About the Lymphoma Research Foundation

The Lymphoma Research Foundation (LRF) is the nation's largest voluntary health organization devoted exclusively to funding lymphoma research and providing patients and healthcare professionals with critical information on the disease. LRF's mission is to eradicate lymphoma and serve those touched by this disease.

As of June 30, 2008, LRF has funded over \$37 million in lymphoma-specific research. The Foundation is the world's largest private funder of mantle cell lymphoma research. LRF also provides a comprehensive series of programs and services for patients, survivors and loved ones affected by lymphoma, including our toll-free *Lymphoma Helpline and Clinical Trials Information Service*, in-person patient education programs, webcasts, teleconferences and support services.

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