



CANCER PREVENTION INSTITUTE
OF CALIFORNIA

Preventing Cancer. Promoting Life.

2201 Walnut Avenue, Suite 300 | Fremont, CA 94538

February 17, 2010

Dear Friends:

We are proud to announce that we are changing the name of the Northern California Cancer Center to the **Cancer Prevention Institute of California**.

This name change responds to the increasingly statewide scope of our research, education, and information services and programs, as well as the breadth of our institutional partnerships. Our new name better communicates our distinguished work to prevent cancer where possible and to reduce the burden of cancer where it cannot yet be prevented. We are committed to cancer prevention in the broadest sense of the term, with a focus on research to understand cancer causes so that we can design prevention strategies, and with careful attention to issues like recurrence and the impact of cancer within and across generations of family members, and learning about the best treatments for cancer from the experiences of survivors.

As this letter indicates, we have also adopted a new logo. This new logo reflects our excitement about advancing cancer science that is rigorous, inclusive and targeted at prevention in the service of people and public health.

Our organization will continue to operate in its current structure, under present management, and with no changes to your contacts. Our offices will remain at their present location. Although we will change all of our e-mail addresses to match our new name in the coming weeks, our current e-mail addresses will continue to be operational for the duration of the transitional period.

We value your involvement in our work, and look forward to a shared future with renewed enthusiasm.

Be well,

Sally Glaser, Ph.D.
Chief Executive Officer