The Leukaemia Foundation has marked a $20 million research milestone by drawing focus to the ongoing need for research to improve survival of blood cancer, which is second only to lung cancer in the number of Australian lives it claims each year.

The Foundation’s allocation of $20 million in research funding since 2005 is even more special because it has been achieved thanks to the generosity of Australians, rather than relying on ongoing government funding.

To mark the milestone, a special reception was held at Admiralty House in Sydney, hosted by Leukaemia Foundation Patron, Her Excellency Ms Quentin Bryce AC, Governor General of the Commonwealth of Australia.

In 2011, around 11,500 Australians are expected to develop leukaemias, lymphomas or myeloma and it is estimated that more than 45,000 people live with one of these forms of blood cancer today.

“It is widely known about the impact of diseases such as breast cancer and melanoma,” said Peter Cox, CEO of the Leukaemia Foundation of Australia.

“However, far fewer people are aware of the impact of blood cancers, which have not benefitted from the same level of public investment and awareness, leading to significantly improved cure rates. Clearly, the ongoing need for research is great.”

The Leukaemia Foundation says research is a long term commitment and its National Research Program is playing an increasing role in the global progress to improving treatment and finding cures for blood cancer and related blood disorders.

Turn to page 9 to see the list of 2011 National Research Program recipients.
The Leukaemia Foundation and the Myeloma Foundation of Australia will join forces to host a range of awareness raising activities for National Myeloma Day on May 18.

A key focus of the day will be the launch of a DVD to assist people who are in the early stages of a myeloma diagnosis to learn more about their disease, treatment options, and side effect management.

A nation-wide survey of people living with myeloma, looking into their experiences with treatment and day-to-day life with their illness, will also be conducted as part of our National Myeloma Day activities.

National Myeloma Day was initiated by the Leukaemia Foundation in 2010 to raise awareness of myeloma and bring patients together for education and support.

For more information on National Myeloma Day events, visit www.leukaemia.org.au, or if you would like to host a myeloma day activity in your area, please email myeloma@leukaemia.org.au.

The Leukaemia Foundation’s 2009/2010 annual report is now available, highlighting a successful year characterised by determining what systems and structures we need to tackle tomorrow’s challenges.

Our strategic focus on non-event fundraising resulted in an increase in fundraising revenue of $834,000. It was particularly pleasing that this occurred without detriment to our event fundraising, which increased by $2,749,000 due largely to a record result in World’s Greatest Shave.

As always, our commitment to our Vision to Cure and Mission to Care was resolute. A Vision highlight in 2009-10 was the awarding of our inaugural Philip Desbrow Senior Research Fellowship to Dr Carl Walkley at St Vincent’s Institute of Medical Research. The grant was named in honour of the founding CEO of the Foundation, the late Mr Philip Desbrow and is valued at $1 million over five years.

Our Mission to Care again saw us providing practical, necessary support to blood cancer patients and their carers through our transport service, ‘home away from home’ accommodation and education programs. In 2009-10 we were able to increase funding to our Support Services program by $178,500 year-on-year.

Copies of the annual report are available by calling 1800 620 420, or at www.leukaemia.org.au.

Some of Australia’s most successful and recognisable athletes are throwing their weight behind “the Leukaemia Foundation’s World’s Greatest Shave” this March.

In Sydney, Olympic backstroker and national ambassador for the event this year, Sophie Edington, called a poolside photo shoot recently with fellow Australian swimming stars to boost publicity efforts.

Not surprisingly, Michael Klim’s famous bald scone stood out, with the team putting the call out for others to replicate “the Klim look” by getting brave and shaving this year!

In AFL circles, the Fremantle Dockers are an associate charity partner of the Leukaemia Foundation for 2011.

The Dockers kicked off the partnership with a public shave during a club training session, while Docker Antoni Grover will be brave and shave his hair off this month to raise awareness for this cause that he says he feels passionately about. Grover has also been gathering Fremantle players to join him in losing their locks.

In South Australia the Port Adelaide Football Club has formed its own World’s Greatest Shave team, ‘Power of Dreams’, while North Melbourne and Hawthorn (see story page 5) also will have players shave their heads.

For all the latest news on World’s Greatest Shave 2011 go to www.worldsgreatestshave.org.au.
Tony humbled to beat the odds

Whether he’s watching his beloved Port Adelaide Football Club play, enjoying a good DVD with his adored wife of 12 years, or ensuring his daughters’ fairy costumes are complete with all-important wands, Tony Zelipski counts himself lucky.

Once a man with a self-dubbed “take no prisoners” approach, Tony has a changed outlook on life after a diagnosis of Peripheral T-cell Lymphoma turned life upside down for him and his wife, Vicki, and their daughters Rozalia (7) and Georgia (5).

It was Valentine’s Day weekend, 2009. Tony and Vicki had been cheerily organising to host a pool party for some friends. Tony had been complaining of a sore back. Thinking the pain was possibly due to one too many pool playtime activities, Tony and Vicki initially, logically, pursued chiropractic treatment, then sought advice from a GP, then a physio.

After an exhaustive search for relief, Tony was still “almost bed-ridden” with pain.

Several weeks after first seeking an answer, the couple were faced with the shocking news that Tony had lymphoma. Doctors promised they would “hit it hard” with chemotherapy.

“I gave in to the fact that this is the path I needed to be on to get through the illness,” Tony said. “There was no denial or anger or fear – just optimism that I was young and fit to fight. After all, I had a family that needed me to be there for them.”

Tony underwent high dose chemotherapy for five months and then had an autologous stem cell transplant in November 2009. An autologous transplant is a type of transplant that uses a person’s own stem cells. Tony’s first week of chemotherapy coincided with Mother’s Day and his youngest daughter’s fourth birthday – both occasions from which Tony’s absence was felt painfully by his precious girls.

To help Tony occupy his time in hospital, Vicki recalls taking him the bills and having him plan a family holiday on the Gold Coast. This helped to continue some normality during such an uncertain time.

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“I made it clear to Tony that he wasn’t to leave me – that wasn’t part of the deal,” Vicki said.

When Tony was intermittently able to be at home (the family had rented out their home and moved in with Vicki’s parents), the Leukaemia Foundation transported him to and from home for his hospital treatments.

“I wouldn’t have been able to get him there otherwise – I had the girls to look after,” Vicki said. The Leukaemia Foundation car was just a godsend.”

The Foundation also surprised Rozalia and Georgia with tickets to the circus and the Royal Show.

In November 2009 came a great day for the Zelipskis – on 24 November, Tony left hospital.

In February 2010, he returned to work and has since taken on a new challenge in a Lead Engineer role with Origin. He is in full remission now, requiring four monthly checks.

“I feel very humbled to have beaten the odds so far,” Tony said. “I try to live each day as best as I can, fulfilling mine and my family’s wishes.”
Australian country music icon, Gina Jeffreys, teamed up with the Leukaemia Foundation recently to host the fifth annual Walk of Life in Tamworth.

Held during Tamworth’s famous Country Music Festival each year, the Walk of Life gives the community a chance to walk for a worthy cause with their favourite country music stars.

This year, country music icons including Beccy Cole, Amber Lawrence, Kasey Chambers, Makaylie Foodey, Adam Harvey, The Bushwackers, Jason Lee, Ami Williamson, Georgia White, Lou Bradley, Hannah Smith Paul Coster, The Wolverines, Graham Rodger and Kaylah Ann all took part!

“This would not have been possible without Gina Jeffreys,” Leukaemia Foundation General Manager NSW/ACT, Stuart Allen, said.

“We would like to thank her for all her hard work and making the Walk of Life possible.

“Participation in the Walk of Life will greatly help ensure that the Foundation can continue to provide free services such as education and information, accommodation, transport, emotional support, home and hospital visits to the local community in the Tamworth area.”

The Leukaemia Foundation has appointed a new national lymphoma coordinator in line with its Mission to Care for Australians living with lymphoma.

This year, approximately 5000 Australians will be diagnosed with lymphoma – the most common form of blood cancer. Lymphoma is a general term that includes 35 different sub-types of the disease that are divided into two main types: Hodgkin lymphoma and non-Hodgkin lymphomas.

The national lymphoma co-ordinator, Jane Miles, who is based in Newcastle, will lead the Leukaemia Foundation’s team of highly trained support services co-ordinators who help deliver comprehensive information, education and support programs.

Another component of the position is promoting the Foundation’s role in supporting people with lymphoma to the general community, businesses and relevant health professionals and, when required, advocating on behalf of lymphoma patients, their families and friends.

For more information on the Leukaemia Foundation’s 2011 national lymphoma program, please email lymphoma@leukaemia.org.au or call 1800 620 420.
Holden V8 supercar driver, Garth Tander, will be behind the wheel – but driving at a more leisurely pace than the top speeds to which he is accustomed – when he joins the Leukaemia Foundation’s Patient Transport Program team in Melbourne this year.

Tander recently completed the Foundation’s driver training program and is volunteering as a driver for us in between his racing commitments with the national V8 Supercar Series.

Tander follows in the footsteps of the late Peter Brock, the racing legend who was instrumental in helping to establish the Leukaemia Foundation’s Courtesy Patient Transport Program in 1999.

Since then, thousands of people with leukaemia, lymphoma, myeloma and related blood disorders across Australia have used the service to and from hospital treatment. A person’s immune system is severely weakened during treatment, so catching public transport can be dangerous due to possible infections.

“As a Leukaemia Foundation Ambassador and volunteer driver in the Patient Transport Program, I have seen firsthand the valuable work the Leukaemia Foundation, their staff and volunteers do,” Tander said. “The Patient Transport Program has made a significant impact on the lives of many people.”

GM Holden has been a proud partner of the Leukaemia Foundation for more than eight years. In that time, the Holden sponsored Patient Transport Program has helped more than 2100 people with blood cancer to get to and from treatment and the cars have travelled more than two million kilometres – equal to 50 laps around the world.

GM Holden last year donated 12 new VE Commodores to the program.

To find out more about becoming a volunteer driver for the Leukaemia Foundation, please call 1800 620 420.

Hawks players lose locks in Tassie

Players from the Hawthorn Football Club helped launch the Leukaemia Foundation’s World’s Greatest Shave fundraising in Tasmania as part of their state-wide community camp in Hobart last month.

Hawks premiership defender, Rick Ladson (pictured), got in early by shaving at the launch event.

The club has been challenging businesses and urging people to support World’s Greatest Shave in 2011 to help raise money for patients and families living with leukaemia, lymphoma, myeloma and related blood disorders.
**BELLE OF THE BALL MAKEOVER FOR ROSANNE**

When 18 year-old Rosanne May discovered she was going to miss the fun of her Year 12 formal because of a hospital treatment visit for acute lymphoblastic leukaemia (ALL), the Leukaemia Foundation set about putting a smile on the disappointed teenager's face.

The Foundation arranged for Rosanne to star in a professional photo shoot in her hospital room, complete with make-up artist and hairdresser, to style her to the nines.

Benjamin Arend, Rosanne’s planned date for the formal, was also involved in the surprise. A very dapper and patient Ben waited “for hours” as Rosanne was transformed, going to great lengths to make her special experience complete – even going in search of a tie in “the right shade of cream” after the one he had arrived in was deemed not quite right!

Leukaemia Foundation staff also helped ensure the photos were flawless by steaming away even the slightest crease from Rosanne’s gown using the shower in her room.

The photos of the couple were then displayed at Rosanne’s Kangaroo Island high school formal the following Friday night, ensuring she was still a special part of the milestone celebration.

**ALL SMILES ON HIGH SEAS ADVENTURE**

Calm waters, perfect weather and lots of happy faces were the order of the day when 23 young people took part in a free Half Day Sail for the Leukaemia Foundation with the Young Endeavour Youth Scheme based in Adelaide.

The Young Endeavour is Australia’s national sail training ship and gives people aged 18 – 24 years the opportunity to sail a tall ship in a once in a lifetime experience.

Reportedly there were a few nervous faces when the group set off but everyone eventually found their sea legs!

One of the sailing participants, Robbie Huddleston, described the day as an “amazing” experience. “Meeting the crew of the ship was good because they were young people like us who had gotten out there and were living life,” he said. “Thank you to everyone involved for making it such a fun day!”

The happy crew about to set sail on the Young Endeavour.
When former general aviation pilot, Brian Hardaker, was diagnosed with multiple myeloma in 2007, he knew that he and his wife, Chris, would have some turbulent days ahead.

However, 67-year-old Brian, who underwent radiotherapy, aggressive chemotherapy and then a stem cell transplant in early 2008 before a long period of recovery, was determined to maintain a positive outlook. Beyond this, he wanted to encourage and inspire others to not let their disease get the better of them.

This April, Brian and his wife, Chris, will embark on an epic adventure two years in the making. The couple will circle Australia on their three-wheeled motorbike, a Bombardier Can-Am Spyder, to present a series of talks to fellow myeloma patients to motivate them to pursue a positive outlook during and after treatment.

Their journey will also raise funds for the Leukaemia Foundation.

The couple will set out from Mandurah, WA, before heading north to Geraldton. From there, they will continue through the north west of WA to Darwin, south to Alice Springs then on to Townsville after passing through Mount Isa. Then they will travel down the coast to Sydney, then to Canberra and on to Melbourne. Their next major city will be Adelaide, before heading west across the Nullarbor to Kalgoorlie, Esperance, Albany, Bunbury and, finally, back home to Erskine!

“If I can encourage just one person to go out and buy a motor bike and explore this magnificent country of ours, or to do anything else of a positive nature, then I will have succeeded in achieving one of my goals,” Brian said. “If we can raise a significant amount of money to continue with the good work of the Foundation, I will have reached my second goal.”

While presently there is no known cure for the disease Brian calls the “little pest”, he continues to adopt an optimistic approach.

“I prefer not to use the word ‘pain’,” he said, in reference to the regular massages he has to relieve ongoing discomfort.

“I firmly believe that if you wish to survive this kind of experience that at least 50 per cent of the total effort must come from you, the patient, with the balance from your doctors, other medical practitioners and, very importantly, from your family and friends.”

For more information on Brian and Chris’ ride, or to make a donation, please contact the Leukaemia Foundation on 1800 620 420.
The lives of hundreds of Australians with Myelodysplastic Syndrome (MDS) are being significantly improved as a result of the drug azacitidine (Vidaza®) becoming available through the Pharmaceutical Benefits Scheme as of February 1, 2011.

The Leukaemia Foundation welcomed the Federal Government’s decision late last year to list azacitidine on the PBS, saying that more Australians with blood disorders now have access to the only therapy known to improve quality of life and increase life expectancy.

“The Federal Government’s decision is good news for people with Myelodysplastic Syndrome,” said Dr Anna Williamson, General Manager – Policy & Advocacy at the Leukaemia Foundation.

“Myelodysplastic Syndrome is a group of diseases that affect the production of normal blood cells in the bone marrow. People with the disease experience high levels of fatigue, bleeding and bruising and are at higher risk of infection. These symptoms adversely impact their ability to enjoy life.

“The Leukaemia Foundation has been in dialogue with Government to support the listing of this drug and this decision is positive news for more than 600 Australians living with MDS who qualify for access to the drug,” she said.

Azacitidine is available for people who have intermediate and high risk forms of MDS, where the disease is most progressed and has the biggest impact on quality of life.

Birgit Anthony (pictured) was one of the first people to go on a clinical trial in Australia for azacitidine and describes the drug as “really quite a miracle”.

Birgit, who was diagnosed with an aggressive form of myelodysplastic syndrome in November 2008, recently completed the two-year clinical trial supported by the Leukaemia Foundation.

“(Azacitidine) has been very good for me and has given me a quality life and hopefully many years of healthy living,” Birgit said. “I’m glad to have had the opportunity to get on this clinical trial at the right time. I feel great and have all the energy in the world.”

While Birgit will need to stay on the medication indefinitely, she says that it is giving her a renewed quality of life.

“Before I went on the trial, cleaning the shower or making the bed was exhausting for me,” she said. “Now I can swim a kilometre in 50 minutes, which I do three to four times a week.”

The Carer will undergo a facelift in the months to come – and the Leukaemia Foundation is keen to find out what readers most value in our publication.

Do you appreciate reading about the free support services we provide? Is it reading the stories of inspirational patients that you most look for? Is the latest research into treatments for leukaemia, lymphoma, myeloma and associated blood disorders of most interest to you?

Are there any changes to our publication that you would like to see happen?

To share your thoughts with us, please take part in the survey at www.leukaemia.org.au, or call 1800 620 420 for a copy. We welcome and value your input.
Lives Touched Today by Lasting Gift

A few years ago, the Leukaemia Foundation’s Planned Giving Manager received a phone call from an unforgettable person whose compassion and generosity would touch and enrich lives beyond their own.

The vivacious 70 year-old on that phone call was determined to make a difference in the face of her own life taking an unexpected turn – she had recently been diagnosed with acute myeloid leukaemia (AML).

The woman explained that she had overcome many obstacles in her life and she was adamant that her diagnosis would not diminish her enjoyment of her family and friends.

As a result of this conversation, the Leukaemia Foundation was privileged to be asked to be included in the Will of this very special lady. Already a regular donor at tax-time and around Christmas, the woman was supportive of the Foundation’s National Research Program, which funds vital leading research into finding a cure for blood cancers.

She also wanted to support the free services that are provided by the Foundation, many of which she relied upon during her illness.

The Foundation’s Planned Giving Manager, David Giles, recently had the opportunity to thank this kind supporter of the Foundation for her lasting gift.

“It was so wonderful to be able to thank her on behalf of all the patients and families that have already had their lives touched by her donations and for those that will now benefit from her generous major gift,” he said.

Every gift left to the Leukaemia Foundation makes a difference. The cause is good and the need is great.

To talk through ways of including the Leukaemia Foundation in a Will, please contact David Giles on (02) 9902 2214 or email dgiles@leukaemia.org.au.

Requests can remain anonymous if wished.

Care to conquer Kilimanjaro?

Fancy yourself as a Bear Grylls type? Interested in taking your support of the Leukaemia Foundation to new heights?

The inaugural Leukaemia Foundation Kilimanjaro Challenge is being planned for later this year.

Made possible in partnership with Inspired Adventures, the incredible adventure will take place from November 25 to December 6. Seven days will be spent climbing Mount Kilimanjaro and camping out under the stars, with hotel accommodation arranged to begin and end the trip.

This offers a truly unique opportunity to experience the wonders of Africa’s Mount Kilimanjaro, while helping the Leukaemia Foundation to continue providing our free services that support Australians with leukaemia, lymphoma, myeloma and related blood disorders.

Each participant will need to raise a minimum of $10,000, with a portion of this total covering expenses and the remainder going to the Leukaemia Foundation.

There are only 20 places available, so reserve yours now.

For more information: Belinda at Inspired Adventures on 1300 905 188 or email belinda@inspiredadventures.com.au.
$4.3 MILLION INVESTMENT IN HOPE IN 2011

Fifty nine innovative research projects will share in a total of $4.3 million in grants to be awarded by the Leukaemia Foundation’s National Research Program this year.

Funded in partnership with the Leukaemia Foundation of Queensland, this is a $200,000 increase from funding awarded by the program in 2010.

The Leukaemia Foundation’s National Research Program aligns with its vision to help find better treatments and cures for the 50,000 Australians who will be diagnosed with leukaemia, lymphoma, and myeloma and related blood disorders in the next five years.

Donors can be confident that as an independent organisation, the Leukaemia Foundation is dedicated to meeting the needs of its stakeholders, directly aligning research funding with the greatest areas of need.

Below are this year’s National Research Program recipients.

**GRANT IN AID**
**JAN 2011 – DEC 2012**

**Assoc. Professor R. Lock, Dr W. Kaplan and Dr Hernán Carol**
Children’s Cancer Institute Australia ($198,749)
*Improving treatment options for relapsed T-cell acute lymphoblastic leukaemia*

**GRANTS IN AID**
**JAN 2011 – DEC 2011**

**Professor I. Alexander and Professor R. Reddel**
The Children’s Hospital at Westmead, NSW ($100,000)
*The risk of cancer in emerging cell-based therapies*

**Dr J. Dickinson et al.**
Menzies Research Institute, TAS ($91,000)
*Finding causative genes for blood cancers*

**Dr M. Guthridge**
Australian Centre for Blood Diseases/Monash University, VIC ($99,736)
*New approaches to targeting the survival of AML cells*

**Assoc. Professor D. Curtis and Professor S. Jane**
Melbourne Health, VIC ($95,239)
*Testing small molecules that inhibit an enzyme expressed in CLL*

**Professor D. Gottlieb**
Westmead Millennium Institute, NSW ($100,000)
*A way of using a patient’s own immune system to stop severe infections caused by potent treatment given to patients with CLL*

**Assoc. Professor B. Kuss and Dr S. Grist**
Flinders Medical Centre, SA ($25,000)
*Identifying patients at high risk of relapse in chronic lymphocytic leukaemia*

**Professor G. Hill, Dr K. MacDonald and K. Markey**
Queensland Institute for Medical Research, QLD ($99,500)
*Immune competence following bone marrow transplantation*

**Dr P. Mollee et al.**
Princess Alexandra Hospital, QLD ($100,000)
*A clinical trial to improve the treatment of AL amyloidosis*

**Assoc. Professor Nigel Waterhouse**
Mater Medical Research Institute, QLD ($90,000)
*How cells of the body’s immune system kill blood related malignancies*

**Dr M. McCormack and Dr C. Slape**
Walter and Eliza Hall Institute, VIC ($100,000)
*Targeting stem cells that cause T-cell leukaemia*

**Dr A. Wei and Professor Christina Mitchell**
Monash University/The Alfred Hospital, VIC ($100,000)
*Defining the role of inositol phosphatases as collaborators in acute leukaemia*

**Dr S. Ting and Dr S. Russell**
Peter MacCallum Cancer Centre, VIC ($100,000)
*Understanding how blood and leukaemia stem cells function*

**Dr R. Tothill et al.**
Peter MacCallum Cancer Centre, VIC ($100,000)
*Deciphering the genetic cause of blood cancers to design better treatments*

**Dr D. White and Professor T. Hughes**
Centre for Cancer Biology, SA ($99,254)
*Which kinase inhibitor is best for which CP-CML patient?*
CLINICAL TRIAL GRANT
JAN 2011 – DEC 2013

Dr A. Wei
The Alfred Hospital ($599,500)
Investigating the role of targeted therapy with the FLT3 inhibitor for AML patients with FLT3 mutations

POST DOCTORAL FELLOWSHIPS
(Funding Partnership with Cure Cancer Australia Foundation)
JAN 2011 – DEC 2013

Dr Stephen Lane
Queensland Institute for Medical Research, QLD ($300,000)
Treatment of blood diseases by targeting the disease-causing stem cells

Dr A. Ng
Walter and Eliza Hall Institute, VIC ($300,000)
Identification of genetic interactions predisposing to leukaemia

Ms F. Tzelepis
The University of Newcastle, NSW ($284,169)
Blood cancer patients’ perceptions about the quality of care they receive $284,169

PHD SCHOLARSHIPS
JAN 2011 – DEC 2013

Ms N. Anstee
Walter and Eliza Hall Institute, VIC ($40,000/yr)
Genetic changes promoting acute myeloid leukemia and its resistance to therapy

Ms N. Christie
Centre for Cancer Biology, SA ($40,000/yr)
The role of the interleukin-3 receptor on AML stem cells

Ms J. Devlin
Peter MacCallum Cancer Centre, VIC ($40,000/yr)
Inhibiting cell signalling decreases ribosome synthesis and kills lymphoma cells

Ms M. Lefebure
Peter MacCallum Cancer Centre, VIC ($40,000/yr)
Investigating combinations of drugs for the treatment of an incurable blood cancer

Ms H. Lim
St Vincent’s Institute, VIC ($40,000/yr)
Roles of the bone and blood vessels in the development of blood disease

PHD (CLINICAL) SCHOLARSHIPS
JAN 2011 – DEC 2013

Dr A. Guirguis
Monash University, VIC ($55,000/yr)
Targeting mechanisms of early cell death in myelodysplasia

Dr T. Teh
The Alfred Hospital, VIC ($55,000)
The role of a new potential therapeutic target that promotes survival of leukaemia cells

HONOURS SCHOLARSHIP
JAN – DEC 2011

Ms T. Nababan
Western Australian Institute for Medical Research, WA ($10,000)
How MLF1 affects blood stem cells

CAREER ESTABLISHMENT GRANT
JAN 2011 TO DEC 2013

Dr. Christina Brown
Royal Prince Alfred Hospital, NSW ($50,000)
The role of microRNAs in Acute Promyelocytic Leukaemia

CANCER AUSTRALIA PDCCRS FUNDING PARTNERSHIP
JAN 2011 – JAN 2013

Professor Angel Lopez
Centre for Cancer Biology, SA
The role of CD123 in MDS and AML
The Leukaemia Foundation is toasting the efforts of 545 Australian bartenders who have turned U.G.L.Y. Bartender of the Year into a handsome fundraiser to help people whose lives are changed by a leukaemia, lymphoma or myeloma diagnosis.

The competition is the Foundation’s popular and quirky campaign to fund blood cancer research and support people with leukaemia, lymphoma, myeloma or related blood disorders. In 2010, the competition raised an incredible $560,000 – an 88% per cent increase from the previous year.

Bartenders from South Australian watering holes were especially successful, raising a massive $208,000.

Winners in each state (listed below) will enjoy a free sponsored holiday or donated travel voucher as their prize – and each of the winning pubs has been celebrating their success.

**NEW SOUTH WALES/ AUSTRALIAN CAPITAL TERRITORY**
Danielle Williams, The Dockyard (Newcastle):
$20,350

**TASMANIA**
Gerard Hanks, Bellerive Yacht Club (Bellerive, Hobart):
$15,140

**SOUTH AUSTRALIA**
Roxy Morton-Owen, Sharky’s Bar (Port Lincoln):
$15,126

**NORTHERN TERRITORY**
Samantha Inquanez, Firkin and Hound (Alice Springs):
$11,357

**WESTERN AUSTRALIA**
Sheldon Hendry, Pure Bar (Subiaco, Perth):
$10,620

**VICTORIA**
Keren Fowle, Grand Hotel (Frankston, Melbourne):
$8774

The campaign saw an array of quirky and fun U.G.L.Y. events take place, including full body waxes, cocktail making classes, band nights, lawn bowl competitions, a ‘Semi Naked Mile Run’ and a ‘Design an U.G.L.Y. Bra’ event.