



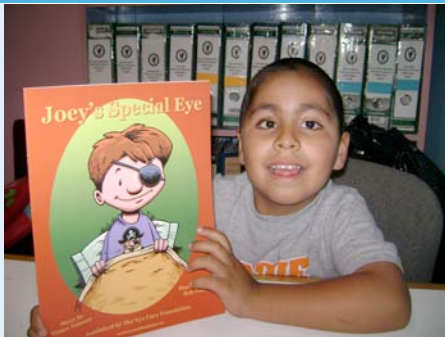
The Visionary News

*Happiness can be found in
giving to others.*

February 16, 2009



The EyeCare Foundation, Inc.



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Joey's Special Eye

*Coloring books were written,
illustrated and printed for
children with retinoblastoma
and families.*

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***In Memory:
Diane Woods***

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Do You Speak Ocular Tumor?

The EyeCare Foundation supports an international effort to create a common language for all eye tumor centers. Classifying ocular tumors is the first step toward multi-center international cooperation for research, education and patient care.

The Eye Cancer Task Force includes 43 Eye Cancer Specialists from the USA, Canada, Austria, Finland, France, Germany, Sweden, The Netherlands and the United Kingdom that have participated in this 4-year project.

This project is also supported by The American Joint Committee on Cancer (AJCC) and the International Union Against Cancer (UICC) who are in turn



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Hospital Infantil de Mexico Federico Gomez

Dr. Marco Ramirez with his staff and patients.

Joey's Special Eye

Unfortunately, sometimes a child must lose an eye to save their life. The EyeCare Foundation has tried to help with that challenge by creating a coloring book, *Joey's Special Eye*, for retinoblastoma children and their families.

This is a beautiful coloring book designed for siblings of children with the eye cancer, retinoblastoma. It is written in clear, age appropriate language by Grace Talusan and illustrated by Rob Harrell.

In an effort to help these children around the world, 5000 copies have been sent to eye cancer centers around the world. So far, over a hundred copies have been sent to: Australia, Canada, England, Finland, India, Ireland, Israel, Mexico, Sweden, The Netherlands, Spain, and to 7 centers in the United States of America.

Joey's Special Eye coloring books are already helping children. For example, Dr. Marco Ramirez (above) is pictured with his patients and staff in Mexico City.

Dr. Finger says, "sometimes it is the little things that make a huge difference." We will continue to distribute *Joey's Special Eye* on request and online as long as supplies last.

You can help us continue this wonderful gift by contributing to The EyeCare Foundation. Just let us know that you want your contribution to support this ongoing effort. This opportunity is an opportunity to bring a smile to a child faced with this life-changing albeit life-saving event.

The EyeCare Foundation, Inc.,
115 East 61st Street, New York, NY, USA
10065. <http://eyecarefoundation.org>



The BIG

Why?

EyeCancerBIG will allow our research community to focus its attention on innovation, diagnosis and treatment.

It will enable multicenter, international cooperation for research and patient care.

"We must be the change you want to see in the world" - Ghandi

Eye Cancer BIG

The EyeCare Foundation has made a \$150,000 commitment to the development of an eye cancer **Bio-Informatics Grid**.

The bioinformatics grid is to provide an infrastructure for multi-center sharing (data, results and research tools). This is even more important because eye cancers are rare diseases. Therefore, we need to be able to pool our experience (data) in order to determine the best methods to diagnose, treat and follow our patients for metastatic disease (and local recurrence). This is why Eye Cancer Big is so important.

JUST TWO EXAMPLES:

Is This New Treatment Better Than the Old One?

Let's say Dr. John Doe invents a new treatment for choroidal melanoma. Initial results are promising. He presents this new treatment at international meetings and publishes in scientific journals. The technology becomes widely available and multiple centers each start treating patients. The EyeCancerBIG network of cancer centers can quickly collect patient outcomes to determine if the new treatment is truly harmful or helpful.

Finding a Cure for Metastatic Choroidal Melanoma!

Right now, thousands of patients with metastatic choroidal melanoma are being treated around the world. However, there is no Eye Cancer BIG database to collect and examine their outcomes. Imagine if we found that hundreds of patients from 10 or more centers exhibited a partial response to treatment Q (as apposed to 10 or so patients from one center). Right now there is no Eye Cancer BIG, no ongoing record or evaluation of patient



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supported or affiliated with over 125 major organizations around the world.

Member organizations of American Joint Committee on Cancer include: The American Cancer Society, The American College of Surgeons, the College of American Pathologists, the National Cancer Institute, the United States Centers for Disease Control and Prevention, the American Society of Clinical Oncology, the American College of Radiology and the American College of Physicians. Affiliated organizations include: The American Society of Therapeutic Radiology, the NIH sponsored Cancer Bio-Informatics Grid (CaBIG), the National Cancer Institute of Canada and most all cancer registries.

The Eye Cancer Task Force is also sponsored by The International Union Against Cancer (UICC). The UICC reaches 103 countries. There are 27 organizations in Africa, 74 in Asia and the Pacific, 91 in Europe, 41 in Latin America and the Caribbean, 20 in the Middle East, 40 in North America and 5 International organizations.

Language is defined as, “the human use of spoken or written words as a communication system.” It is clear that a common “eye cancer” language will allow scientists to communicate, work together or compare their work.

Chaired by Dr. Paul Finger, The AJCC-UICC Eye Cancer Task Force includes specialists in genetics, molecular biology, radiation therapy, orbital surgery, pathology and ophthalmic oncology. Dr. Finger believes “what is created by the ophthalmic oncology community will be used by the ophthalmic oncology community.”

We have made every effort to bring in specialists from around the world with particular expertise to make this work widely accepted.

Springer will be publishing the AJCC-UICC staging system in June of 2009.



Lucentis®

Researchers at The New York Eye Cancer Center have received two grants from Genentech Inc.. Each grant is to study unique ophthalmic applications of their drug Lucentis® .

- 1 We are studying the ability of Lucentis to inhibit blood vessel formation within cancerous squamous conjunctival and corneal tumors.
- 2 We are studying the ability of intraocular Lucentis to stop or control radiation damage in the macula and optic nerve.

Fundraiser for the EyeCare Foundation to honor Diane Woods' Life



Diane Woods passed away on March 28, 2006 at the age of 59 from ocular melanoma that spread to her liver, lungs and lymph nodes.

Our house was always the one with hot chocolate waiting for everyone after a full day of sled riding. No matter what time of year there were homemade chocolate chip cookies in the cookie jar. These treats were my favorites, but paled in comparison to mom's knack of making people feel at home.

Mom liked to use idioms but had a tendency to mix them up. For example, instead of saying "at the drop of a hat" or "as neat as a pin" she might say "at the drop of pin." You'd pause after she said it, knowing there was something wrong. Then she'd join you in laughing to the point of tears.

Vibrant, energetic, and fun loving, Mom often opened her house to friends and family. She was constantly planning the next pool party, holiday gathering, or birthday celebration.

She enjoyed mingling with everyone, making sure all were having a good time. Mom also loved animals. Once we were all in school, she decided to become a dog groomer. She excelled and went on to own her own dog grooming business. Mom was living proof that if you love what you do you will succeed.

Mom was diagnosed with intraocular melanoma in 2004 and treated with ocular radiation therapy. Though she was able to keep her eye and some vision, just two years later the malignancy was found in her liver, lungs and lymph nodes. She died just 8 weeks after metastases were found.

During her final weeks, mom wished she could have alerted others about the dangers of ocular melanoma. In order to celebrate her life and honor her wish we decided to hold a fund-raiser in February 2008 to benefit The EyeCare Foundation, an organization whose mission corresponds with mom's wishes. The generosity of the 100+ that attended well exceeded our expectations...we estimated that we might raise \$4,000 but ended up raising close to \$8,000!

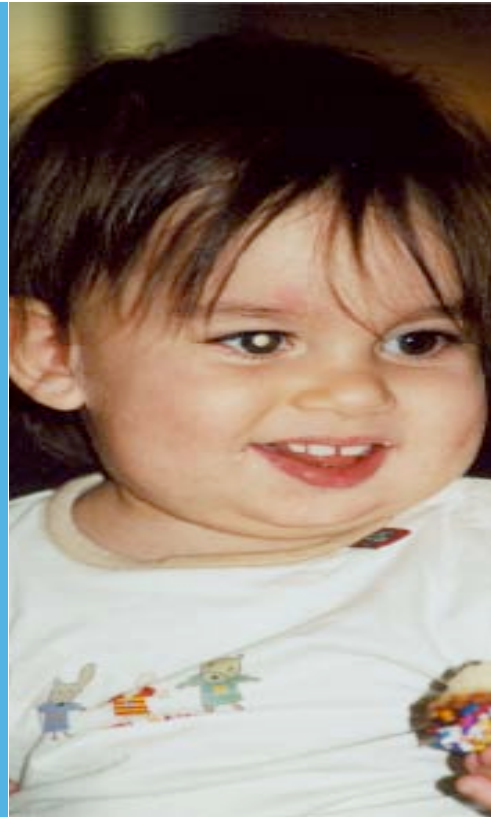
We were not surprised, but our Mom would be honored that so many people paid homage to her. We miss her every day, but are grateful for every minute we had together. We are also glad we were able to help realize one of her final wishes. Our hope is that others stricken with ocular melanoma realize the seriousness of the disease and that their physicians periodically check against its spread.

The Woods Family – Cincinnati, Ohio

You are the ECF!

2008 marks 10 years of your philanthropy supporting The EyeCare Foundation (ECF). This has been a tremendously productive decade. The EyeCare Foundation supported the creation of free informational web sites for patients with eye cancer (<http://eyecancer.com>) and macular degeneration (<http://macular-degeneration.org>). We have supported pioneering research techniques and distributed materials shown to help improve and prolong the lives of patients around the world. We continue to promote and support numerous multicenter, multi-specialty research and publications.

We are the only charitable organization that supports coordinated efforts among eye cancer specialists throughout the world. This is why we support the continued efforts of the international colleagues involved in creating Eye Cancer Big!



The EyeCare Foundation

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The EyeCare Foundation, Inc.

A New York nonprofit corporation classified by the IRS as exempt under IRC Section 501©(3) as a public charity.

115 East 61st Street - 5B
New York, NY10065

<http://eyecarefoundation.org>



SAVING SIGHT SAVING LIFE

THE EYECARE FOUNDATION

Donate now to help us continue our vision and life saving work. It is only with your support that we are able to do so much for so many. Thank you!