



**UNC**  
LINEBERGER COMPREHENSIVE  
CANCER CENTER  
N.C. CANCER HOSPITAL

**September 9, 2009**

**MEDIA ADVISORY**

Not for publication

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**Media Invited to Tours and Dedication Ceremony for the new N.C. Cancer Hospital on September 15**

**Who:** UNC Health Care and UNC Lineberger Comprehensive Cancer Center

**What:** Tour and Dedication Ceremony for N.C. Cancer Hospital

**Where:** N.C. Cancer Hospital, next to N.C. Neurosciences Hospital, off Manning Drive

**When: Tuesday, September 15, 2009**

**Tours:** 11:00 a.m. 12:00 p.m.

**Interviews:** 12:05 p.m.-12:35 p.m. with

Dr. Shelton Earp, director, UNC Lineberger Comprehensive Cancer Center

Dr. Richard Goldberg, physician in chief, N.C. Cancer Hospital

Dr. Carolyn Sartor, professor of radiation oncology and cancer survivor

Governor Beverly Perdue (from 12:20-12:35 p.m.)

Patients featured in the "The New Face of Cancer Care" photo exhibit (<http://thenewfaceofcancercare.org/>). At least three patients will be available for interviews.

\* NOTE: Please contact Stephanie Crayton in advance if you are interested in setting up interviews for live shots.

**Dedication Ceremony** 1:00-3:00 p.m., Courtyard, N.C. Cancer Hospital

Patients for Ribbon Cutting: Christina Gianoplus, Wilmington, NC  
Kenneth Harris, Hertford, NC  
Aaron Mervin, Apex, NC

**Tours and Activities:** Immediately Following the Ceremony in N.C. Cancer Hospital

Photo Exhibit: "New Faces of Cancer" Portrait-style photos of more than 60 patients, medical professionals, scientists, caregivers, and family with brief profiles about each person will be on display in the lobby and hallway areas from September 15 until November 13.

Ribbon Display. Visitors will be able to sign ribbons in honor or memory of cancer patients. These ribbons will be displayed as well.

Video Booth: Visitors will have a chance to share their impressions of the new hospital and their cancer experiences in a video booth set up in the lobby.

An online news room with speaker bios, program, photos of the hospital (and, following the 1 p.m. ceremony, event photos too) will be available on September 15 at 8 a.m.: <http://www.unclineberger.org>

Live streaming of the ceremony is available: <http://cme.cancer.unc.edu/content/nccancerdedication>

(over for parking information)

**Parking:** All vehicles other than satellite trucks are required to park in the Dogwood Deck (visitor parking-coupons will be provided before leaving). Crews may unload heavy equipment at the entrance of the NC Cancer Hospital prior to parking in the deck.

Those bringing satellite trucks should contact Stephanie Crayton (919) 966-2860, [scrayton@unch.unc.edu](mailto:scrayton@unch.unc.edu), in advance of arrival.

\*Note: Because parking spaces in the deck are limited, it is advised to arrive earlier than expected.