Can a spunky little bumblebee determinedly hitting a punching bag with the word CANCER emblazoned on it resonate with millions of people diagnosed with metastatic cancer? You bet it can! The bumblebee is the mascot of YES-Beat Liver Tumors.org and the *Gonna BEAT This Thing* campaign radiates hope, possibilities and learning to anyone who encounters the message of hope and survival.

This multimedia campaign features the inspirational, powerful voices and stories of metastatic cancer survivors. Together with information and support offered by YES, one can’t help but be inspired and motivated to keep moving forward, even with a diagnosis of Stage IV cancer.

Suzanne Lindley, 14 year metastatic cancer survivor and founder of YES, explained, “*Gonna BEAT This Thing* is a YES ([www.beatlivertumors.org](http://www.beatlivertumors.org)) awareness campaign created to help raise attention and increase support and information about advanced cancer. No cancer is easy. There is not yet a cure. So when cancer spreads, the patient is thrust into the fight of their lives for themselves and those they love. Many patients are not provided with a care plan or the resources, information and support necessary to prepare for the steps ahead”, she continued.

*Gonna BEAT This Thing* has received wide support from corporate partners and celebrity endorsement. Golden Globe nominees and participants could be seen sporting the YES BEE Band awareness bands. For a complete listing of corporate partners, see Page 8 and visit [http://gonnabeatthisthing.org](http://gonnabeatthisthing.org).

Among the supporters is country singer-songwriter Clay Thrash, who upon meeting Suzanne and learning her story, composed the campaign’s theme song of the same name. Clay and Suzanne met at a YES benefit concert where he opened for singer Wade Hayes, himself a colorectal cancer survivor.

“And I won’t give in, and I won’t let it win,” the strong, powerful words of the song echo the messages of many survivors, “I’m stronger than this disease.” Thrash opened for country singer Wade Hayes, a colorectal cancer survivor and supporter of the organization. “There’s really no other feeling like that high you get from playing a song for someone and sharing that moment with them,” he said. Clay’s song can be purchased from claythrash.com or downloaded on itunes.
(SAN FRANCISCO)-Bridging Cancer Biology to Clinical GI Oncology was the theme of this year’s recent ASCO GI Symposium which noted promising therapies, clinical trials and the continued efficacy of standard therapies for gastrointestinal cancers. Organizations, including YES Beat Liver Tumors, and co-founder Suzanne Lindley, were among the advocates and groups attending this seminal annual event.

This three day event offered the opportunity to catch up with friends and associates, including Jeannie DeCarlo Wagner of Yoga Being and Yogini for YES. Both report learning about new therapies, more about conventional cancer treatment and the efficacy of Vitamin D as a possible preventive and adjunct treatment. The symposium was also an opportunity to connect with other cancer advocacy, support, and education organizations including Chris 4 Life, Colon Cancer Alliance and Fight Colorectal Cancer.

Increased attention to research and clinical trials targeting metastatic liver cancer was a keynote of this symposium. Dr. Jianmin Xu and colleagues presented their study of the Effect of preoperative hepatic and regional arterial chemotherapy on metachronous liver metastasis after curative colorectal cancer resection: A prospective, multicenter, randomized controlled trial.

Patients with clinical stage II or stage III colorectal cancer (CRC) were randomly assigned to receive PHRAC plus adjuvant therapy (PHRAC arm) or adjuvant therapy alone (control arm). The primary end point was disease free survival (DFS). Second end points were incidence of metachronous liver metastasis, overall survival (OS) and safety. It was concluded that: additional PHRAC could reduce the incidence of metachronous liver metastasis and improve DFS and OS in patients with stage III CRC, without compromising patient safety.

The correlation of Vitamin D levels and increased survival among metastatic colorectal cancer patients has generated much discussion, not only among medical groups but among patients diagnosed with primary or metastatic colorectal cancer. Research findings led by Dr. Kimmie Ng of Dana Farber Cancer Institute, based on data from more than 1,000 patients with metastatic colorectal cancer who enrolled in a phase 3 clinical trial of chemotherapy plus biologic therapies, adds to vitamin D’s already impressive luster as a potential cancer-inhibiting agent. In the study, patients with the highest blood levels of vitamin D survived for a median period of 32.6 months, compared to 24.5 months for those with the lowest levels.
Clay Thrash: YES Spokesman with Music, Heart

Clay Thrash met Suzanne Lindley at a Wade Hayes YES benefit concert and a match was made. Both Clay and Suzanne connected with stories of hope, messages of strength and the commitment to reach others and inspire.

When Clay was opening for singer/songwriter Wade Hayes, Suzanne and others listening felt the personal connection that comes through his music. “Clay took the four words, the stories of numerous survivors, and his personal family journey with cancer and was able to pen a song that warms the hearts, brings a tear, and inspires many a cancer patient and their family. Even better, the words to this beautiful song work for every struggle in life,” she said.

Concern for others permeates his music and his work. Clay has played benefits for tornado victims in Moore, OK and Grandbury, TX; He started the first annual Clay Thrash River Bash on the Guadalupe River benefiting the Wounded Warrior Project.

Clay’s lifelong interest in music got a jump start when his mother gave up playing her guitar. At age 15, Clay took over, taught himself Elvis, and concentrated on playing music during his college years. Playing in area bars and clubs, Clay melded his blend of country and rock and roll, refusing to be defined by any one genre. “I loved anything that was good,” Clay says. “I didn’t limit myself to any one type of music and still don’t.”

Clay’s first self-titled album was released in 2013. His single, “My Heart,” continues to draw much attention. His music gets to places where emotions sometimes hide. Clay Thrash sings to each person listening. He gets to their stories as well as his. “There’s really no other feeling like that high you get from playing a song for someone and sharing that moment with them.” Want to know more? Go to claythrash.com, beatlivertumors.org and gonnabeatthisthing.org.

Cancer News, Information, Guidelines at Your Fingertips!

Coming Soon an empowered mobile app (MPower Hope)

.....See March Newsletter.....

YES! BEAT LIVER TUMORS
An Advocate's View of ASCO GI Symposium 2015

By Suzanne Lindley (reprinted from Cure, Winter 2015)

Last week, I walked the massive halls of Moscone West in San Francisco and attended the ASCO Gastrointestinal Cancers Symposium, better known as ASCOGI. It is a meeting I always feel quite privileged to attend; it offers a glimpse into the work, passion and expertise that goes into the many aspects of being able to live with metastatic colon cancer.

The meeting brings together an elite group of expert, specialized oncology professionals to update and highlight the latest research and science in cancers of the pancreas, small bowel, hepatobiliary tract; colon and rectum; esophagus and stomach. There is a great deal of information to absorb for anyone.

This year YES! Beat Liver Tumors launched our new awareness campaign, "Gonna Beat This Thing" and readily learned of the new tools at our fingertips and treatments on the horizon that will help do just that.

As our team, (Jean DiCarlo Wagner and John Brune) interviewed medical, surgical, interventional and radiation oncologists, it became readily apparent how important it is to have a team approach in treating advanced cancer. My absolute favorite quote of the entire meeting came from Dr. Heinz-Josef Lenz, "The field is currently in the midst of a molecular revolution and over time, more will be learned about patent selection for targeted treatments." How exciting it is to be living this medical revolution!

We talked with Dr. Eric Mellon about the use of SBRT in combination with chemotherapy for treating tumors and the promise that it offers. Dr. Steven Trocha discussed the incredible advances that have been made in liver resection from the early days and the inability to perform surgery on particular patients to the techniques that are now available for patients today. I’m very excited to soon share these interviews on video!

Dr. Peter Gibbs, principle investigator and medical oncologist, shared information about the SIRFLOX study. This research study is the first and largest device trial that included 532 patients that were randomized to FOLFOX 6 plus or minus Avastin (bevacizumab) vs FOLFOX 6 with or without Avastin + SIR-Spheres microspheres. The study examined the use of selective internal radiation/SIRT or radioembolization in first-line treatment for colorectal cancer patients with unresectable liver-only or liver dominant metastases. Results from the study are expected mid-year in 2015. (See Advocate- Page 5)
Sue Susz, RN Empowers Others to Say YES to Hope

Sue Susz speaks with the confidence of someone who knows the subject thoroughly. As a registered nurse, the subject of colon cancer might be part of the job. For Sue, it is much more—not feeling well and further testing led to a diagnosis of Stage IV colorectal cancer with metastasis to lungs and liver. After the initial shock and thoughts of a “bucket list,” Sue used her knowledge, great medical care, spirit, and support found by contacting YES Beat Liver Tumors and meeting Suzanne Lindley.

No cancer is easy. There is not yet a cure. “So when cancer spreads, the patient is thrust into the fight of their lives for themselves and those they love. Many patients are not provided with a care plan like Sue had. They don’t receive or learn of the necessary resources, information and support to make informed decisions” says co-founder, Suzanne Lindley.

Sue manages Stage IV cancer and sees it as a “chronic condition.” She has the support of family, friends, and the many long term survivors of cancer. She has become a voice of hope for others—hear her story as part of the video for YES’ Gonna BEAT This Thing campaign. Read more about the conception and production of the video on Page 1 and Page 3).

Sue has been able to manage terminal cancer as a chronic condition and credits continuing treatment research, family and friend support and that spirit of hope. Oh, Hope is the name of Sue’s beloved dog!

“Losing 1500 lives every day to a disease that has long been a national priority is unacceptable. With your help, there is hope. The campaign will bring major progress in the fight against advanced cancer with increased access to care, greater availability of resources, and improved breadth of support. Together, we are “Gonna BEAT This Thing!”, Suzanne Lindley stated.

Advocate –from Page 4

Dr. Johanna Bendel talked about the many agents in development for metastatic colorectal cancer and the importance of patient participation in clinical trials. I found the synergy between physicians to be encouraging and loved that Dr. Alan Venook spoke of the importance of a multidisciplinary approach and how important that approach can be in creating a treatment plan for patients.”

In addition to networking with physicians, I enjoyed meeting, reconnecting and talking to the other advocacy groups who attended. I posed for a #StrongArmSelfie with my friends at Fight Colorectal Cancer and talked about Call on Congress, which is just around the corner.

I met with Dawn Eicher, fellow stage 4 colon cancer survivor, at the Chris 4 Life booth and am inspired by her amazing petition to help lower the screening age for colorectal cancer from age 50. You can sign the petition here: https://www.change.org/p/united-states-congress-never-too-young-lower-the-screening-age-for-colorectal-cancer-

I also enjoyed catching up with cholangiocarcinoma.org and seeing the strides that they are making. I especially enjoyed visiting with my energizer bunny friend and 13-year carcinoid cancer survivor, Maryann Wahmann and her husband Bob. Maryann is the president of Carcinoid Cancer Awareness Network and she has been a huge mentor for me.

Jean DiCarlo Wagner, Yoga Being and Yoga for Cancer Survivors instructor, helped me to start the hectic event with 20 minutes of gentle breathing and relaxation yoga. It was a wonderful way to start three days of intense knowledge and learning. Even better was watching her do yoga with Dr. Andrew Kennedy! Then moments later demonstrating a yoga technique on the red carpet at ASCO GI.

To wrap up, I loved the words of Dr. John Marshall who mentioned advocacy groups and the impact that we are helping to make. It's a refreshing validation that the voices of patients are being heard. Thanks, ASCO GI for another incredible meeting!
YES Members Bring Message of Hope to Golden Globes

Golden Globe Award winner Viola Davis, center, shares support for YES with YES members Cynthia Luongo, left, and Allie Genzer, right.

The Hollywood Foreign Press honored the best in American film and television during the recent 2014 Golden Globe Awards. These awards do not come to the winners easily; they are usually a result of work and perseverance. How fitting that YES!-Beat Liver Tumors co-founder Suzanne Lindley and organization members attended the star filled event and participated in all the glitz, glamour and legend of the evening. From working to educate others about YES and treatment options for those experiencing liver cancer to celebrating with friends and stars, YES members experienced an unforgettable time.

Suzanne Lindley, YES co-founder, and YES participants Stage IV colon cancer survivors Allie Genzer and Cindy Luongo found enthusiastic support from many celebrities including Alex Dinelaris, Cheech Marin, Pat O’Brien, Tony Denison, Peter Jason, Octavia Spencer and many others. If YES came “to create awareness,” as co-founder Lindley stated, their goal was certainly reached. The Gonna Beat This Thing tee shirts, and YES bee bands were visible not only in the YES area but on the wrists of several stars including Birdman writer Alex Dinelaris and actor Jason Roberts.
"Hope
Smiles from the threshold of the year to come,
Whispering 'it will be happier'..."
— Alfred Tennyson

“I believe that imagination is stronger than knowledge. That myth is more potent than history. That dreams are more powerful than facts. That hope always triumphs over experience. That laughter is the only cure for grief. And I believe that love is stronger than death.”
— Robert Fulghum

“I like the night. Without the dark, we’d never see the stars.”
— Stephanie Meyer

“If you're reading this...
Congratulations, you're alive.
If that's not something to smile about,
then I don't know what is.”
— Chad Sugg

“The very least you can do in your life is figure out what you hope for. And the most you can do is live inside that hope. Not admire it from a distance but live right in it, under its roof.”
— Barbara Kingsolver, Animal Dreams

“When you have lost hope, you have lost everything. And when you think all is lost, when all is dire and bleak, there is always hope.”
— Pittacus Lore

“Walk on with hope in your heart,
and you’ll never walk alone”
— Shah Rukh Khan

“Keep your best wishes, close to your heart and watch what happens”
— Tony DeLiso

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Deborah Kanter, Newsletter Editor at dkanter@beatlivertumors.com
I look forward to hearing from you.
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Please visit GonnaBEATThisThing.org and view the partner link in order to become a corporate awareness partner. We will send each partner 100 bee bands to distribute.

We also want to thank Lilly Oncology, Genentech, and Sirtex Medical, Ltd for providing either educational grants or charitable contributions in order to make Gonna BEAT This Thing possible.
Our toll free Survivor Line provides an outlet for patients and concerned others. It is a place to access resources, advocacy, and support regarding treatment options for cancers of the liver. You can also receive information on how to become a part of our survivor support program, "FRIENDS for the Journey."

Call 1-877-937-7478

Survivor Support Program:

We offer a unique survivor mentoring program called "FRIENDS for the Journey" that matches survivors, caregivers, family and friends who are going through a similar experience. Comparing options is a vital way to maintain a positive outlook. FRIENDS can communicate via phone, email, snail mail, or in person.

YES! Beat Liver Tumors
791 Arnold Paul * Canton, Texas 75103
877-937-7478
info@beatlivertumors.org
www.beatlivertumors.org