

## **gabbegroup Organizes Briefing At New York Foreign Press Center**

### ***Leading Oncologists from M. D. Anderson Cancer Center Address the Science Behind Proton Therapy***

NEW YORK, November 6 – gabbegroup organized a special media briefing on behalf of The University of Texas M. D. Anderson Cancer Center at the State Department’s New York Foreign Press Center on Thursday, November 2, 2006. The briefing, “Hitting the Target: The Science Behind Proton Therapy,” focused on M. D. Anderson’s new Proton Therapy Center – the largest and most sophisticated center of its type in the world. gabbegroup is a New York City-based PR and marketing agency focused on serving clients in the areas of health, education and philanthropy.

The briefing was conducted by two world renowned radiation oncologists from M. D. Anderson that played an integral role in the development of the Center: James D. Cox, M.D., professor and head of the Division of Radiation Oncology and Ritsuko Komaki, M.D., Chief, Thoracic Radiation Oncology. The event was attended by eighteen correspondents attended representing 15 media organizations from 13 countries, including China, France, Japan, Italy, Spain, India and Switzerland.



This event represents the second Foreign Press Center briefing organized by gabbegroup on behalf of M. D. Anderson Cancer Center. The first briefing in 2004, “The Internationalization of Cancer Research and Care,” featured M. D. Anderson Cancer Center President Dr. John Mendelsohn, who announced an unprecedented Spanish collaboration among government entities, scientific and medical partners in Spain, including M. D. Anderson España, to make world-class standards in research-driven patient therapies broadly available.

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Founded in 1980, gabbegroup ([www.gabbe.com](http://www.gabbe.com)) is full-service public relations and marketing firm focused on serving for-profit and not-for-profit health, education and philanthropic organizations throughout the U.S. and worldwide.

Contact: Scott Addison / [scott.addison@gabbe.com](mailto:scott.addison@gabbe.com) / 212-220-4444