# THE TIME IS NOW

## THE INTERNATIONAL MELANOMA TISSUE BANK CONSORTIUM

AiM
AT MELANOMA
FOUNDATION

"The primary tumor holds the entire genetic code. To understand and conquer **melanoma**—to decipher the code—we must study primary tumor tissue. To study primary tissue, we must bank it."

Mohammed Kashani-Sabet, M.D.
Director, *Center for Melanoma Research and Treatment, CPMC*

# MELANOMA

## KILLS ONE PERSON EVERY 54 MINUTES

It's one of the fastest growing cancers in the United States and worldwide.  It's one of the most complex forms of cancer. It has the most mutations of all solid cancers.  Its rate in the pediatric population has tripled in the last 10 years.

**Yet melanoma research lags behind that of other cancers.**

AIM at Melanoma intends to change that. AIM is boldly doing something that no other research institution, foundation, or medical center has done for melanoma.

AIM has brought together six esteemed institutions and researchers to establish the first collaborative melanoma tissue bank consortium.

Together, we are collecting more than 500 fresh-frozen primary melanoma tissue samples and corresponding patient data—and then performing much needed research with those samples to answer some of melanoma's most critical questions:

***Who will develop melanoma, and why?***

***Whose melanomas will spread and become deadly?***

***Which drugs will work on which patients?***

**Ultimately, the melanoma tissue bank will help us make significant progress toward finding the cure.**

# FAQs

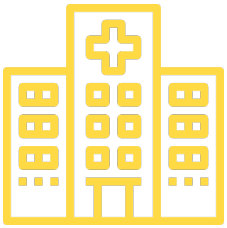
## How much does the tissue bank cost?

The cost to create and operate all five branches for the next three years is $3.5M.  To date, we've raised more than $1M.

## Is the tissue bank an actual building?

No, the tissue bank operates within existing medical centers. All physicians, ancillary personnel, and equipment needed to run the branches will be funded by the International Melanoma Tissue Bank Consortium.

## Where are the locations?



Hillman Cancer Center,
University of Pittsburgh Medical Center (UPMC)

Knight Cancer Institute,
Oregon Health and Science University (OHSU)

California Pacific Medical Center (CPMC)

Robert H. Lurie Comprehensive Cancer Center,
Northwestern University

Peter MacCallum Cancer Centre, Victoria, Australia

Alfred Hospital, Melbourne, Victoria, Australia

## Can other researchers use the tissue?

Yes, researchers from institutions anywhere in the world may apply to study the tissue. The Consortium will grant the use of available tissue to promising research projects.

# THE TIME IS NOW


We know from other cancers that significant discoveries will emerge from collaborative research on fresh-frozen primary tissue samples and corresponding patient data.

We know from other cancers that fresh-frozen tissue, retaining both high quality DNA and RNA, will contain the genetic biomarkers critical to advancing personalized medicine.

We know from other cancers that a tissue bank is an essential step on the road to conquering melanoma.

We know the time is now.

# ALL WE NEED IS YOU

**For more information:**

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AIM at Melanoma Foundation
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# HELP US FIND THE CURE

| | |
|---|---|
| $700,000 | Funds one year of research at one site. |
| $250,000 | Funds one year of research at one site. |
| $100,000 | Funds the creation of the tissue bank's comprehensive database. |
| $25,000 | Funds data collection for one year at one site. |
| $15,000 | Buys one freezer for tissue storage at one site. |
| $5,000 | Funds the collection, freezing, and annotation of one fresh tissue sample. |

We are seeking leadership gifts for the project, but support at any level is welcomed and appreciated.

Memorial gifts to the International Melanoma Tissue Bank Consortium are a powerful way to honor or remember a loved one, friend, or colleague.

# ABOUT US

## AIM at Melanoma

Founded in 2004, AIM at Melanoma is the largest international melanoma foundation seeking the cure for melanoma.

**AIM at Melanoma is dedicated to:**

- ***Innovation in Melanoma Research***
  We believe that the cure for melanoma will be found more quickly by bringing together leading global researchers and funding their collaborative research. Our three paradigm-shifting global research initiatives, including the Melanoma Tissue Bank Consortium, are poised to reshape the future of melanoma.

- ***Legislation, Policy & Advocacy***
  We are the respected voice of melanoma across the nation. When drugs are approved, legislation is drafted, and research is assessed, AIM is at the table, speaking loudly and clearly on behalf of patients and their families. We are trusted advisors for government agencies, medical boards, and pharmaceutical companies on critical topics that affect melanoma patients.

- ***Information & Support***
  Both in the U.S. and on a global level we provide comprehensive, easy-to-access melanoma resources to patients and health care professionals. AIM's patient, family, and caregiver support offerings—such as our medical expert on call service, which allows patients to contact an oncology nurse with their questions, and our Peer Connect Program, which matches newly diagnosed patients with melanoma veterans—serve as models for other cancer foundations.

AIM AT MELANOMA FOUNDATION

**AIMatMelanoma.org**

# THE CONSORTIUM LEADERS

Valerie Guild, Founder and President
*AIM at Melanoma Foundation*

John M. Kirkwood, M.D.
Usher Professor of Medicine,
Dermatology and Translational Science
Co-Leader, *Melanoma and Skin Cancer Program*
*UPMC Hillman Cancer Center*

Grant McArthur, MBBS, BMedSc, PhD, FRACP
Head, *Molecular Oncology Laboratory*
Consultant Medical Oncologist
Senior Principal Research Fellow
Group Leader, Senior Faculty,
*Peter MacCallum Cancer Centre*

Sancy Leachman, M.D., Ph.D.
Professor and Chair,
*Department of Dermatology*
Director, *Melanoma Research Program*
*Knight Cancer Institute at OHSU*

Jeffrey Wayne, M.D.
Professor of Surgery and Dermatology
Chief, *Division of Surgical Oncology*
*Northwestern University*

Mohammed Kashani-Sabet, M.D.
Director, *Center for Melanoma*
*Research and Treatment*
Medical Director, *Cancer Center,*
*California Pacific Medical Center*

"The availability of human tissues to support biomedical research is critical to advance translational research focused on identifying and characterizing approaches to individualized (personalized) medical care."

William E. Grizzle, M.D., Ph.D.
Professor of Pathology
Head, *Pathology Program for Translational Research in Neoplasia*
Director, *Tissue Collection and Banking Facility*
*University of Alabama at Birmingham*

# WHY IS THE TISSUE SO IMPORTANT?

## What will researchers do that they can't do now?

With a critical mass of annotated fresh-frozen tissue available through the International Melanoma Tissue Bank Consortium, researchers are lining up to apply for use.

### Approved research projects include using the tissue to:

**Identify the difference in gene signatures between benign moles and primary melanoma.**

IMAGINE: We're able to develop a diagnostic test—to know quickly and easily which moles and skin lesions are potentially deadly and which are benign.

**Compare the gene signatures of a patient's primary tumor vs. lymph node or distant metastatic melanoma tumors, to determine the molecular factors involved in progression of the tumor in the patient.**

IMAGINE: We're able to accurately tell which patients' melanomas will spread—and where; which will become deadly; and which will not.

**Evaluate the role that the primary tumor has on impacting the immune system, the lymph nodes, and distant sites where the tumor may spread.**

IMAGINE: We're able to discover new approaches to reinvigorating the anti-tumor function of immune cells—and let our immune systems fight off the cancer.

**Understand how the metabolism in the original tumor impacts the aggressiveness of the tumor and its response to immunotherapy.**

IMAGINE: We're able to understand which melanomas will respond to immunotherapy and why, so we can develop treatments that work for all patients.


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