



FOR IMMEDIATE RELEASE

CONTACT: Susan Melchione
(919) 510-5619

**RALEIGH ONCOLOGIST NAMED
THE LEUKEMIA & LYMPHOMA SOCIETY MAN OF THE YEAR**

RALEIGH, N.C., June 11, 2008 – For Mark Yoffe, M.D., an oncologist with Cancer Centers of North Carolina in Raleigh, being named Man of the Year by the Eastern North Carolina chapter of The Leukemia & Lymphoma Society was bittersweet.

“I am humbled and honored to win this award. I am grateful for the donations and love from all involved in the campaign. My brother Carl would be proud,” said Dr. Yoffe. His brother lost his fight with leukemia at the age of 20, spurring Dr. Yoffe’s initial involvement with The Leukemia & Lymphoma Society (LLS) in 2004.

This year, thanks to the generosity of patients, colleagues, staff and friends, Dr. Yoffe set a new record as the highest fundraising Eastern North Carolina Man of the Year candidate ever by raising over \$113,000 in honor of leukemia survivor Madison Smith, LLS’s 2008 Girl of the Year. Dr. Yoffe was officially named Man of the Year at The Leukemia & Lymphoma Society’s Grand Finale Gala on June 5.

Events to suit all tastes helped push Dr. Yoffe into the winner’s circle: Geared to fellow motorcycle enthusiasts, Rock & Ride featured a bike show, music, food and raffles that included a spin on a bike and lunch with Dr. Yoffe; food and wine connoisseurs enjoyed an evening at Zely & Ritz that raised funds for both Dr. Yoffe and Robin Smith, who was later named Woman of the Year; and tennis lovers—and non-players who wanted to support Dr. Yoffe—came out in force at a tournament held at the Hollow Rock Racquet and Swim Club.

In addition, a silent auction was held at the Raleigh location of Cancer Centers of North Carolina and an industrious employee made “Dr. Yoffe: Man of the Year” campaign buttons to raise funds.

The Man & Woman of The Year campaign is an eight-week fundraising competition between Triangle community and business leaders. They are philanthropic, ambitious, socially active, resourceful and passionate about making a difference in the lives of people touched by blood cancers. Their unstoppable ambition drives them to fundraise on a grand scale with record-breaking results.

Setting records for LLS fundraising events is not new for Dr. Yoffe. In 2004, he became active in LLS’s Team in Training (TNT) Program. As a TNT participant, he finished the Marine Corps Marathon in honor of his brother and his cancer patients. That’s when Dr. Yoffe became the Eastern North Carolina chapter’s top fundraiser for that event, raising over \$12,000.

(more)



Raleigh Oncologist Named The Leukemia & Lymphoma Society Man Of The Year

Page 2

Dr. Yoffe is a volunteer speaker at TNT meetings, inspiring others to join in fundraising to help find a cure for blood cancers.

About the Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society's Eastern N.C. Chapter serves patients battling leukemia, lymphoma, Hodgkin's disease and myeloma in 49 Eastern North Carolina counties. The Triangle-based chapter, with a satellite office in Wilmington, raises money for research leading to a cure for blood cancers and to enhance the quality of life for local patients through services such as family support groups, educational programs and financial assistance. For more information about The Leukemia & Lymphoma Society, visit www.lls.org or call the Chapter office at (919) 677-3993.

About Cancer Centers of North Carolina

Cancer Centers of North Carolina (CCNC) has been providing comprehensive cancer care and hematology services in the Greater Triangle area since 1979. Beginning as a single physician practice, originally named Raleigh Hematology Oncology, CCNC has grown to a physician staff of 14 medical oncologists, two radiation oncologists, and the area's only head and neck surgical oncologist. The practice, which now offers services in five locations throughout the area, provides advanced, state of the art diagnostic and therapeutic services, including administration of chemotherapy, biologic and targeted therapies, Computed Tomography (CT), Intensity Modulated Radiation Therapy (IMRT), laboratory and pharmacy services, and an extensive clinical trials program connecting patients to leading cancer investigators around the country. Services are provided in the context of a pleasant, convenient, community-based outpatient setting, where the focus is on patients and their families. CCNC brings the best of medical science and cancer care support services together in one organization, offering nutrition counseling, lymphedema services, physical therapy consultation and fitness programs, social services, support groups, social services and financial counseling. Practice sites are located in Raleigh, North Raleigh, Cary, Clayton and Dunn. For information, call (919)-781-7070 or visit www.CancerCentersofNC.com.

Cancer Center of North Carolina-Raleigh is a member of the US Oncology network. US Oncology offers innovative services that help physicians enhance patient access to advanced cancer care in a community setting.

About US Oncology, Inc.

US Oncology, headquartered in Houston, supports one of the nation's foremost cancer treatment and research networks accelerating the availability and use of evidence-based medicine and shared best practices.

US Oncology's expertise in supporting every aspect of the cancer care delivery system—from drug development to treatment and outcomes measurement, enables the company to help increase the efficiency and safety of cancer care. According to the company's last quarterly earnings report, US Oncology is affiliated with 1,247 physicians operating in 472 locations, including 91 radiation oncology facilities in 39 states. For more information, visit the company's Web site, www.usoncology.com.

###