

Helping Those with Cancer Through Art

By Kramer-John



Pacific Shores Hematology Oncology Foundation Board Members
(Left) Lois Kearney and Elizabeth Lucas preparing for the upcoming evening benefit
OPEN CANVAS held in downtown Long beach On June 21, 2008

Pacific Shores Hematology-Oncology Foundation, a Long Beach charitable organization dedicated to helping the cause of cancer survivorship, is holding two events displaying the art of those acquainted with the ongoing battle with cancer.

“Artist Within,” an international art exhibit, is free and open to the public. Seventy-five pieces from the 2007 Lilly “Oncology on Canvas” art competition will be showcased. It will be held on Saturday, June 21, from 10:30 a.m. to 3 p.m. and Sunday, June 22, from noon to 4 p.m. at Metropolitan Living, 255 Long Beach Blvd.

“Open Canvas,” an evening benefit for the foundation, will be held at the same location from 7 until 10 p.m. on Saturday, June 21. Tickets are \$100 per person, a large portion of which is tax deductible. Simultaneously, from 7 to 8:45 p.m. there will be a silent art auction held at the Ten Salon and Spa, 243 E. 3rd St.

Elizabeth Lucas and Lois Kearney, who sit as two of the PSHOF’s board of directors and whose combined cancer survival now stands at a span of 24 years, hope that one day the foundation will be able to offer art therapy classes to cancer survivors and their families.

“To me, participating in art as a cancer survivor allows one to express feelings and share them with others,” states Lucas. She is known throughout the country for a line of artistic products, which inspire people with cancer and those that care for them.

At the exhibits, narratives of the artists will be displayed along with the art. And at the benefit there will be live music, gourmet food and an “artist in motion,” creating a piece of art over the course of the evening.

Founded in 2005, the PSHOF was the brainchild of Dr. Simon Tchekmedyian, and Dr. Kalust Ucar, who stabled the following goals for the charity:

- to ensure that people with cancer have access to the latest and most effective treatments; to provide transportation and other logistical assistance for patients
- to inform patients and their families with accurate and comprehensive information about the disease
- to ensure access to the latest clinical trials and advanced treatments; to overcome barriers to treatment for needy patients such as lack of courage, language and cultural difficulties and lack of resources, and
- to ensure that the research of cancer cures moves forward while maintaining quality of life for patients, their families and the community.

Insofar that PSHOF wishes to provide assistance like transportation or help on drug copayments, they are establishing themselves as not merely another distant charity, but as one that lends toward solutions on a practical, everyday level.

“As a contributor, all too often you really have no connection to where your money goes or what it is doing,” states Jeanne Brodeur, who is a cancer survivor and is involved in fundraising with the foundation. To see that this is not the case with Pacific Shores, Brodeur has laid out a plan to create a “sustainable assistance fund” finding 500 donors who will commit to a donation of \$1,000 per year for the next five years.

In doing so, providing that all too costly logistical support to needy patients will be possible. Says Brodeur. “We want them [the donors] to connect. We want to make it personal.”

More information can be found by calling (800) 303-0131 or by visiting www.pacificshoresfoundation.org.