

Translation

Chugai Presents an Anti-Cancer Charity “*Medicine and Humor 2011*”

October 6, 2011 - Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku, Tokyo; President: Osamu Nagayama (hereafter, “Chugai”)] announced today that it will sponsor Anti-Cancer Charity “*Medicine and Humor 2011*” to be held on December 23, 2011.

This charity, which has been organized since 2005, aims to publicize the Cancer Patient Association’s part in providing psychological care to help patients and their families overcome their pain and distress. It also aims to show that the association is a familiar presence to which patients and their families can turn to in order to discuss their problems and concern related to the disease. By supplying accurate information about cancer, the charity also aims to promote a tomorrow without anxiety or uncertainty about cancer.

This year’s program, which will be the 7th, will consist of two sessions, a medical lecture given by Dr. Kiyohiko Hatake, The Cancer Institute Hospital of JFCR, Department of Medical Oncology and Hematology, entitled “How Medicines are Created,” and a talk show and a one-man show by Mr. Dansyun Tatekawa, a Rakugo storyteller.

The 2011 Asakusa Cancer Charity Executive Committee which hosts this charity comprises 28 patient groups and patient support organizations that carry out activities either in the Kanto region or throughout Japan. At the concert venue, reports of each group’s activities as well as unique items designed and created by the groups will be displayed. Part of the proceeds from the admission fees and contribution made by sponsors will be donated to the 2011 Asakusa Cancer Charity Executive Committee to fund the activities of participating groups and organizations to enhance cancer treatment.

As the leading pharmaceutical company in the field of oncology, Chugai will continue to provide innovative and useful drugs and information, and carry out activities that would help support cancer patients.

[Reference]

An Overview of Chugai Presents Anti-Cancer Charity “*Medicine and Humor 2011*”

- Date and time: December 23, 2011 (Friday / Holiday) Start at 15:00
- Venue: Asakusa Koukaidou
- Performers: The Cancer Institute Hospital of JFCR, Department of Medical Oncology and Hematology, Kiyohiko Hatake, M.D., PhD.
Rakugo storyteller, Mr. Dansyun Tatekawa
- Organizers: Nippon Broadcasting System, Inc., and 2011 Asakusa Cancer Charity Executive Committee
- Supporter: Japan Cancer Society and Taito City
- Special sponsor: Chugai Pharmaceutical Co., Ltd.
- Tickets: ¥3,500 (tax inclusive)
- Inquiries and purchase: Ticket Port
Tel: 03-5561-9001 (weekdays 10:00 - 18:00)

<Content of the event>

- Part I: A talk show by Mr. Dansyun Tatekawa, a Rakugo storyteller
A medical lecture given by Dr. Kiyohiko Hatake entitled “How Medicines are Created.”
Dr. Hatake will speak intelligibly about drug development, molecular targeted drugs and importance of medical checkup, early detection and early treatment with cancer.
- Part II: A one-man show given by Mr. Dansyun Tatekawa, a Rakugo storyteller

<List of 28 groups participating in the 2011 Asakusa Cancer Charity Executive Committee>

IVY Chiba; Ichi, Ni no San de Onsenni Hairu Kai; Ichi, Ni no San Moe no Kai; Teal & White Ribbon Project Association; (NPO) Josei Tokuyuno Gan no Support Group -Orange Tea; (NPO) Cancer Support Community Japan; (NPO) Gan to Tomoni Ikiru Kai; Children’s Cancer Association of Japan; (NPO) Cancer Net Japan; (NPO) Group Nexus; (NPO) Blood Disorder Information & Support Service “Tsubasa”; (NPO) Japan Brain Tumor Alliance; Cancer Patients Society “Shalom”; “Sukusuku,” a Family Group of Children with Retinoblastoma; Ovary Cancer Patients’ Group “Smiley”; Pink Ribbon Society “Sophia”; Soleil; Gan Kanja to Kazoku Izoku no Kai “Dongurino Kai”; Chiba Breast Cancer Patients’ Group “Nemuno Kai”; (NPO) Japan Pancreatic Cancer Patient Group Action Network (Pan-Can Japan); (NPO) Chiba Home Care Citizen Network “Pure”; (NPO) Bougainvillea; (NPO) Breast Cancer Support Group VOICE; (NPO) Hope ★Project; “VOL-Net”-Voice Of Life Net, patients and networks for listening to voices together; Yamanashi Mamma Club; Yamabuki no Kai; Rimpa no Kai