

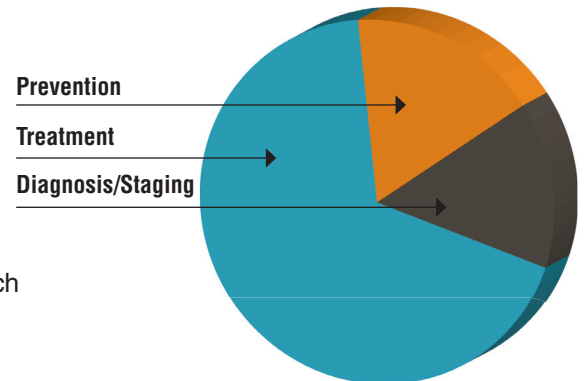
Approximately one American dies of melanoma every hour. Despite a growing number of melanoma cases, your chances of surviving melanoma, if not caught early, are no better now than they were 50 years ago.

The mission of the Melanoma Research Alliance (MRA) is to accelerate the pace of scientific discovery and its translation into effective options for patients in order to eliminate suffering and death due to melanoma. MRA funds research worldwide to better prevent, diagnose and treat melanoma. Our ultimate goal is to find a cure. The MRA is a public charity formed in 2007 under the auspices of the Milken Institute, with the initial generous founding support of Debra and Leon Black.

MRA RESEARCH PORTFOLIO

The MRA is focused on finding and funding the most promising melanoma research worldwide that will accelerate progress toward a cure.

As of September 2009, it has awarded more than **\$16 MILLION TO 37 RESEARCH PROGRAMS** that aim to make transforming advances in the prevention, diagnosis, staging, and treatment of melanoma including research in biological causes of carcinogenesis, skin screening, biomarkers, imaging, immunotherapy, molecularly targeted therapy, and combination therapy.



Distribution of MRA Research Funding to Date (2008 and 2009 Awards)

RESEARCH PROGRESS

In the first year of active research conducted under MRA awards, significant progress has already been made:

- **7 papers** published by MRA-funded investigators in high-impact journals describing research MRA supports
- **> 30 presentations** delivered by MRA investigators at medical and scientific meetings in the U.S. and internationally
- **> \$2.5 million in additional funding** secured by MRA investigators as a result of research funded by MRA
- **1 patent application** filed for technology developed as a result of a MRA award.
- **> 30 collaborations** initiated and strengthened between academic, government, and industry scientists as a result of MRA research awards

In just two years of grantmaking, MRA is funding research that is making progress in 13 of the 17 areas of opportunity identified by experts as key to transforming the scientific understanding and treatment of melanoma (see Call to Action next page).

CALL TO ACTION

In 2007, a world-class, cross-disciplinary group of scientists developed a new, innovative melanoma research agenda. This first gathering of the MRA identified 17 crucial scientific and clinical questions that need to be addressed to transform melanoma prevention, detection, and treatment and began mapping out ways to begin that transformation. View the meeting report, *The State of Melanoma Research: A Call to Action* on the MRA website: melanomaresearchalliance.org.

SCIENTIFIC RETREAT

A little more than a year after its inception, MRA convened its first scientific retreat in February 2009 and brought together over 100 of the world's leading melanoma researchers. The retreat facilitated early sharing of data to identify new opportunities early and enhance collaboration. Multimedia presentations from the retreat are available on the MRA website.

REQUEST FOR PROPOSALS

The MRA solicits both individual investigator and collaborative team scientific proposals. For the 2009-2010 cycle, MRA is seeking proposals with an emphasis on translational science in melanoma 1) prevention; 2) diagnosis and staging; and 3) treatment.

Proposals in the following areas are of particular interest: 1) prognostic biomarkers for patients with Stage I-IIIa melanoma; 2) melanoma stem cells; and 3) interactions between molecularly targeted and immunologically based melanoma therapies.

Important Deadlines

- **December 1, 2009:** Applications due for Individual Investigator Awards
- **February 1, 2010:** Letters of Intent due for Team Science Awards

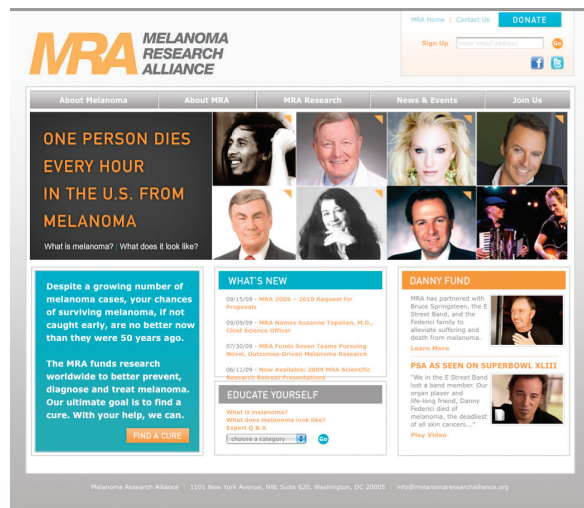
View the entire RFP and instructions for applying on the MRA website: melanomaresearchalliance.org.

ABOUT MELANOMA

Melanoma is a cancer of pigment producing cells and occurs in the skin, eye, and mucous membranes. It is one of the most common cancers in men and women ages 20-29, the sixth most common cancer in the U.S., and its incidence has continued to rise over the past three decades. More than 68,000 Americans will be diagnosed with new melanoma in 2009 – one every eight minutes – and more than 8,000 will die of the disease.

If caught in its earliest stages, melanoma is curable with surgery; however, patients diagnosed with later stage, or metastatic melanoma, have less than a 15 percent chance of surviving five years after diagnosis.

Despite emerging knowledge about the basic immunology and molecular biology of cancer, these new insights have yet to translate into significant clinical benefits for patients with melanoma.



“In our 21st Century medical system fueled by the latest research findings, it is alarming that we have so few effective options for melanoma prevention, diagnosis, and treatment. We could not just idly wait for the next breakthrough in melanoma treatment. We need to accelerate progress toward a cure.”

—Debra and Leon Black, Founders, MRA