

## Couture for Cancer in Tucson

Written by Nichole Brophy

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**This May, Tucson's Couture for Cancer event will take center stage to benefit the Diamond Children's Medical Center Oncology Unit.**



On May 14, 2011, Ventana Medical Systems, Inc., a member of the Roche Group, will host an important fundraising event, Couture for Cancer, to benefit the Oncology Unit of Tucson's Diamond Children's Medical Center. Couture for Cancer is a runway fashion and art show with designs inspired by the histological stains pathologists use as a tool to visually diagnose and probe treatment for cancer. The unique appearance of these colorful and vivid stain patterns will be thoughtfully depicted through fashion and art as a way to 'bring to life' that which connects both pathologists and patients to viable medical treatment and hope.

The runway show will feature cancer survivors and professional models along with an educational narrative to promote awareness of the critical importance and utilization of histology in cancer diagnosis.

Sponsored by the 'Women at Ventana' employee organization, Couture for Cancer, will take place in the stunning outdoor corridors of Ventana Medical Systems. Tickets for the event are \$100 per person and include admission to the event, cocktails, hors d'oeuvres, and desserts. Ventana Medical Systems is located at 1910 East Innovation Park Drive, Tucson, Arizona.

According to Dr. Thomas Grogan, Ventana Medical Systems Founder, "This unique fashion event will provide an extraordinary opportunity for Ventana to share with our community the critical role of tissue diagnostics in cancer treatment. Our guests will glimpse the seldom-seen world of histology from the vantage of scientists who rely on state-of-the art tissue analysis and companion tests to find new, more powerful ways to treat cancer. In alignment with our mission, "to improve the lives of all patients afflicted with cancer", we are thrilled to have the opportunity to raise funds for Diamond Children's while increasing awareness about the cancer diagnostics field and the promising future of personalized medicine."

Diamond Children's Medical Center, a partner with The University of Arizona's Steele Children's Research Center and University Medical Center (UMC), is the only academic research-based children's medical center in Arizona.

### To Learn More

For additional information on Couture for Cancer visit [www.ventana.com/coutureforcancer](http://www.ventana.com/coutureforcancer).