



Quest Diagnostics Encourages Denver Area Residents to Enroll in Historic American Cancer Society Prevention Study November 8th - 19th

November 8, 2011

Company Applauds American Cancer Society for Working to Inform the Fight Against Cancer for Future Generations

DENVER, Nov. 8, 2011 /PRNewswire via COMTEX/ --

Quest Diagnostics joined the American Cancer Society today to encourage Denver-area residents to participate in the American Cancer Society's historic Cancer Prevention Study - 3 (CPS-3). The Denver enrollment period for this national, longitudinal study is between November 8 and 19, 2011. The CPS-3 Study focuses on uncovering the lifestyle, environmental and genetic factors that influence cancer risk by following 300,000 adults over the course of 20 years. The American Cancer Society and Quest Diagnostics are hoping to recruit approximately 1,000 Denver residents into the study.

"Quest Diagnostics applauds and thanks the American Cancer Society for pursuing the knowledge necessary to fight cancer for future generations, and we are proud to play a role in the important research that will inform that fight," said Laure Park, Vice President Communications and Investor Relations and Corporate Citizenship Officer for Quest Diagnostics. "We encourage Denver area residents to enroll in CPS-3, and join with us in supporting the American Cancer Society as they work to create more birthdays, both today and tomorrow."

To raise awareness of the CPS-3 Denver area November enrollment opportunity, Denver Nuggets Coach George Karl, Quest Diagnostics Denver Medical Director Ralph Giorno, M.D., and American Cancer Society CPS-3 Principal Investigator Alpa Patel, PhD, held a press conference today at the Quest Diagnostics Denver laboratory and patient service center, calling on the community to participate. Also in attendance was Diana Dreman, Miss Colorado, who has committed to a campaign in support of the American Cancer Society during her 2011 reign.

"We seek men and women between the ages of 30 and 65 who have never been diagnosed with cancer to participate in the CPS-3 study," said Dr. Patel. "A better understanding of the factors that contribute to cancer is the first step in our mission to cure cancer for future generations."

Researchers will use the data from CPS-3 to build on evidence from a series of American Cancer Society studies that began in the 1950s that collectively have involved millions of volunteer participants. Prior cancer prevention studies have confirmed the link between cigarette smoking and lung cancer, demonstrated the link between larger waist size and increased death rates from cancer and other causes, and showed the considerable impact of air pollution on heart and lung conditions.

Quest Diagnostics is the world's leader in cancer diagnostics, and the American Cancer Society is the company's employee-selected national charity. In addition to partnering with the American Cancer Society on CPS-3 since its launch in 2006, Quest Diagnostics is also the 'Get Regular Health Checks' national sponsor of [Choose You@](#), the American Cancer Society's movement that inspires women to make healthy lifestyle choices to help prevent cancer.

To learn more about the CPS-3 study or to make an appointment at a Quest Diagnostics Denver area patient service center to participate, visit www.cps3denver.com.

About Quest Diagnostics

Quest Diagnostics is the world's leading provider of diagnostic testing, information and services that patients and doctors need to make better healthcare decisions. The company offers the broadest access to diagnostic testing services through its network of laboratories and patient service centers, and provides interpretive consultation through its extensive medical and scientific staff. Quest Diagnostics is a pioneer in developing innovative diagnostic tests and advanced healthcare information technology solutions that help improve patient care. Additional company information is available at QuestDiagnostics.com. Follow us at Facebook.com/QuestDiagnostics and Twitter.com/QuestDX.

About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us any time, day or night, at 1-800-227-2345 or visit cancer.org.

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