



## **MEDIA CONTACTS:**

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**FOR IMMEDIATE RELEASE**  
**December 2, 2010**

## **SEVENTH ANNUAL INTERNATIONAL ASBESTOS AWARENESS CONFERENCE APRIL 1 – 3, 2011, ATLANTA, GA**

***RENOWNED RESEARCHERS, SCIENTISTS, DOCTORS AND EDUCATORS WILL DISCUSS ASBESTOS: IMPACT ON PUBLIC HEALTH, ENVIRONMENT AND THE ECONOMY***

REDONDO BEACH, CA – The Asbestos Disease Awareness Organization (ADAO), the largest U.S. organization serving as the voice of asbestos victims, presents its 7th Annual Asbestos Awareness Conference, *Asbestos: Impact on Public Health, Environment, and the Economy*. The event will be held April 1 - 3, 2011, at the Atlanta Marriott Buckhead Hotel & Conference Center. This conference is made possible with the support of the Barbara Ann Karmanos Cancer Institute. Presentations will include occupational and non-occupational exposure issues, detection and treatment advances, environmental and economic impact, national and global policy.

The international conference brings together experts from around the globe to collaborate and enhance efforts to completely ban asbestos. Attendees will hear about the most advanced medical, occupational and environmental information to prevent home, school and work asbestos exposure; as well as disease prevention and treatment. The conference will also quantify the economic impact of asbestos exposure to individuals, business and the government. Speakers will represent the United States, Canada, Mexico, Brazil, Japan, and Germany. The ADAO international conference is made possible with the support and collaborative efforts of the Barbara Ann Karmanos Cancer Institute in Detroit. Registration includes continental breakfast and lunch.

Linda Reinstein, President/CEO and Co-Founder of the Asbestos Disease Awareness Organization, knows first hand the pain that can result from asbestos exposure after losing her husband in 2006 to mesothelioma, a leading asbestos caused cancer. "ADAO is dedicated to the three core principles – education, advocacy, and community – as reaffirmed by this year's powerful conference," stated Reinstein. "This year's event brings together some of the world's most important voices, including leading professionals from different fields who play a pivotal role in globally uniting efforts to end asbestos disease. We welcome them and thank our many generous sponsors who are helping to make this event possible. There is indeed power in knowledge."

According to Michael Harbut M.D., MPH, FCCP, of the Barbara Ann Karmanos Cancer Institute, "The ADAO conference is one of the best educational and awareness opportunities for physicians, public health representatives, caregivers and other advocates. We all have an opportunity to make an impact on preventing asbestos-related diseases. Whether you're a medical professional or someone who deeply cares about the health of your loved ones, this conference offers an important network for everyone."

The weekend will provide information and inspiration for those impacted by asbestos-related disease as well as others who advocate for safe environments.

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The conference also will recognize those who have demonstrated exceptional service to enhance asbestos awareness. The Unity and Remembrance Brunch on April 3 will honor and remember loved ones lost to asbestos exposure, as well as support others impacted by asbestos-related diseases.

**WHAT:           ADAO's 7<sup>th</sup> Annual International Asbestos Awareness Conference**  
***Asbestos: Impact on Public Health, Environment and the Economy***

### **SCHEDULED EVENTS:**

**Friday, April 1, 5 - 6 PM.: Private Gathering for families, patients and caregivers**

**Friday, April 1, 7 - 9 PM: Evening Reception with entertainer and ADAO spokesperson  
Jordan Zevon**

**Saturday, April 2, 8 AM - 5:30 p.m.: Conference**

**Sunday, April 3, 9:30 - 11:30 AM: Unity and Remembrance Brunch**

**WHERE:       Atlanta Marriott Buckhead Hotel & Conference Center**  
3405 Lenox Road Northeast  
Atlanta, GA 30326-1389  
404-261-9250

**WHY:**       To share the latest information on asbestos in the United States and worldwide. Presentations will include occupational and non-occupational exposure issues, detection and treatment advances, environmental and economic impact, and national/global policy. For a complete list of conference speakers go to [www.adao.us](http://www.adao.us).

### **WHO SHOULD ATTEND:**

Those encouraged to attend include physicians, scientists, occupational health and safety professionals, public health advocates, patients, families, and students.

### **HOW:**

**Early registration discounts continues through Dec. 31, 2010.**

**April 2 Conference:** Includes continental breakfast, lunch and the April 1 evening reception. Cost for each survivor, caregiver, family member or student is \$130 by Dec. 31 and \$150 after. Cost for each physician or healthcare professional is \$300 by Dec. 31 and \$325 after.

**April 3 Remembrance Brunch:** Cost is an additional \$25 for those attending the conference, and \$50 for non-conference guests.

Registration is limited. To reserve your registration or for more information go to [www.adao.us](http://www.adao.us).  
*Please note that parking fees are not included in registration fees.*

### **About Asbestos Disease Awareness Organization (ADAO)**

Asbestos Disease Awareness Organization (ADAO) was founded by asbestos victims and their families in 2004. ADAO seeks to give asbestos victims and concerned citizens a united voice to raise public awareness about the dangers of asbestos exposure. ADAO is the largest independent organization dedicated to preventing asbestos-related diseases through education and legislation. ADAO's mission includes supporting global advocacy and advancing asbestos awareness, prevention, early detection, treatment, and resources for asbestos-related disease. For more information visit [www.asbestosdiseaseawareness.org](http://www.asbestosdiseaseawareness.org).

### **About the Barbara Ann Karmanos Cancer Institute**

*Located in mid-town Detroit, Michigan, the Barbara Ann Karmanos Cancer Institute is one of 40 National Cancer Institute-designated comprehensive cancer centers in the United States. Caring for nearly 6,000 new patients annually on a budget of \$216 million, conducting more than 700 cancer-specific scientific investigation programs and clinical trials, Karmanos is among the nation's best cancer centers. Through the commitment of 1,000 staff, including nearly 300 physicians and researchers on faculty at the Wayne State University School of Medicine, and supported by thousands of volunteer and financial donors, Karmanos strives to prevent, detect and eradicate all forms of cancer. Its long-term partnership with the WSU School of Medicine enhances the collaboration of critical research and academics related to cancer care. Karmanos is southeastern Michigan's most preferred hospital for cancer care according to annual surveys conducted by the National Research Corporation. Gerold Bepler, M.D., Ph.D., is the Institute's president and chief executive officer. For more information call 1-800-KARMANOS or go to [www.karmanos.org](http://www.karmanos.org).*

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