

# Tower Oncology's Cancer Support Network Brings New Services to West Side

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BEVERLY HILLS, Calif., Feb. 7, 2011 /PRNewswire/ — As part of its commitment to providing the highest quality of care to the community, Tower Hematology Oncology Medical Group has announced the formation of Tower Oncology's Cancer Support Network. The network is a unique collaboration among a number of outstanding community organizations that are committed to providing free cancer support and educational services to the West Side. The program's offerings are for cancer patients and their families and are open to all members of the community, not

only limited to Tower's patients.

“We recognized that there is a growing demand on the West Side for cancer support services that heal body, mind, and spirit,” said Barry Rosenbloom, M.D., Managing Partner at Tower. “We set out to develop a new and innovative approach and the result is one focused program. The wide range of services we are offering are all free and open to the public.”

## One Special Place, Many Special Connections

Dr. Rosenbloom said Tower's commitment to developing a partnership among “the best of the best” in the community inspired the network's theme of “One special place, many special connections.”

“We're delighted to be able to lead the way by bringing all these outstanding partners together at one convenient West Side location,” he said.

The program is being supported by the Tower Cancer Research Foundation. “Tower Oncology's Cancer Support Network supports our foundation's mission of providing community education and caring patient support,” said Abby Levy, Chairman, Tower Cancer Research Foundation.

“Community has always been the most important part of our name and this initiative is a great example of the power of community,” said Teresa Bond, President and CEO of Cancer Support Community (formerly The Wellness Community). “We've been given the opportunity to join a strong network of cancer support organizations and provide our collective services to an even

broader number of people impacted by cancer. This is what community is all about.”

“Our organization is focused on enriching the lives of all those who are affected by cancer,” said Nancy Allen, Executive Director, weSPARK. “That’s why we’re very excited about offering our services through Tower’s unique network. We want to create opportunities for every program participant to share his or her experience, strength and hope.”

The Cancer Support Community ([www.cancersupportcommunitybenjamincenter.org](http://www.cancersupportcommunitybenjamincenter.org)) and weSPARK ([www.wespark.org](http://www.wespark.org)) are among the network partners that will be presenting free programs, groups, and workshops at Tower’s Beverly Hills facility at 9229 Wilshire Blvd. Initial programs scheduled include:

- **Stress reduction and writing group:** Meets on the second and fourth Tuesday of each month from 2:00-4:00 p.m., starting Jan. 25. Led by the Cancer Support Community, it teaches self-expression as a way to reduce stress.
- **Restorative yoga classes:** Meet every Wednesday from 11:30 a.m.-12:30 p.m., starting Jan. 26. Certified yoga therapists from Yoga Prescription ([www.theyogaprescription.com](http://www.theyogaprescription.com)) will offer gentle restorative yoga.
- **Guided imagery group:** Will meet on the first and third Thursday of each month from 6:30-8:00 p.m., starting Feb. 3. Provided by weSPARK, the group will use guided imagery as a tool for reducing stress and enhancing coping during cancer treatment.
- **Look Good...Feel Better:** A two-hour makeover learning session led by cosmetology professionals will be held from 10 a.m.-12 p.m. on Feb. 7. This hands-on program, developed by the American Cancer Society ([www.cancer.org](http://www.cancer.org)) in collaboration with the Personal Care Products Council and the National Cosmetology Association, includes professional advice on how to deal with hair loss and a 12-step skin care and makeup lesson.
- **Wellness workshop:** Will meet on the fourth Thursday of each month, starting April 25. Experts from Tower Cancer Research Foundation, Tower Hematology Oncology Medical Group, and from the community will offer an educational presentation followed by time for questions and networking.

Free parking is available for all program participants. To register for a group or workshop, or for more information on Tower Oncology’s Cancer Support Network programs, please call 310-205-5790 or go to [www.facebook.com/TowerHematologyOncology](http://www.facebook.com/TowerHematologyOncology).

### **About Tower Hematology Oncology Medical Group**

Tower Hematology Oncology Medical Group is composed of diverse cancer specialists committed to providing the highest quality medical care and the most appropriate and current tools for diagnosis and therapy. Established in 1991 and located in Beverly Hills, Calif., the group has nearly two decades of experience focusing on the full spectrum of oncology and hematology treatments. For more information, please visit [www.toweroncology.com](http://www.toweroncology.com).

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