

*Photograph available upon request.

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**DAYTIME'S LEADING MAN JOINS THE FIGHT TO FIND A CURE
FOR PANCREATIC CANCER**

**MICHAEL MUHNEY, STAR OF "THE YOUNG AND THE RESTLESS"
HOSTS THE 13th ANNUAL L.A. CANCER CHALLENGE 5K/10K RUN
ON OCTOBER 31 TO RAISE AWARENESS ABOUT
PANCREATIC CANCER**

(Los Angeles, California) – August 5, 2010 – The **13th Annual L.A. Cancer Challenge (L.A.C.C.)** recruits one of daytime's brightest stars to help fight pancreatic cancer. **Michael Muhney** (*pronounced mew-knee*) of CBS's "**The Young and the Restless**" hosts the **5K/10K Charity Run on Sunday, October 31, 2010 at the Veteran's Administration Grounds in Los Angeles, California.** The L.A.C.C. benefits the **Hirshberg Foundation for Pancreatic Cancer Research.**

This is the third year Muhney hosts the popular charity walk/run. In 2006, he lost his favorite uncle to pancreatic cancer and has been determined to help create awareness and to raise funds for much needed research. "Since my uncle's passing, we've made progress in research, but we still have more to accomplish before a cure is found," he said. "I am determined to assist in any way I can to further research and eventually find a cure."

Muhney has been playing the role of the charming, yet, shady, "Adam Newman" (a.k.a. Victor Newman, Jr.) on the CBS daytime drama, "The Young and the Restless" for over a year. On the show, Muhney's character's mother (Hope Adams) died from pancreatic cancer. "It makes playing this character more meaningful," he added.

Over 43,000 Americans will be diagnosed with pancreatic cancer in the United States and over 36,800 will die from the disease as stated by the American Cancer Society: Cancer Facts & Figures 2010 and NCI Funded Research Portfolio. It is the highest mortality rate of all major cancers in the U.S. Pancreatic cancer is the 4th leading cause of cancer-related deaths in the United States and is one of the few cancers for which survival has not improved substantially for nearly 40 years. 94% of pancreatic cancer patients die within five years of diagnosis.

More than 5,000 men, women and children of all ages are expected to participate in the 13th Annual L.A. Cancer Challenge; many will be dressed in festive Halloween costumes. In 2009, more than \$550,000 was raised for the Hirshberg Foundation for Pancreatic Cancer Research bringing the total dollars raised since the charity run's inception to over \$2.5 million.

The public can find out more information or register for the walk/run by calling 310-473-5121 or by visiting www.LACancerChallenge.com. There is a \$35 registration fee for adults that also include a performance T-shirt and runner's gift bag (online registration closes on October 22, 2010). Children under 13-years-old can register to participate in the Kids Can Cure Fun Run by visiting www.KidsCanCure.org. The pre-registration fee is \$15 and includes a Kids Can Cure t-shirt and finisher prizes.

How else can you help? Wear purple! Show support by wearing a purple wristband embossed with the Foundation's motto: *You can hope, or you can help*. Bands are \$2.00 each and are sold in packs of 10. To purchase, please visit www.pancreatic.org or call (310) 473-5121.

About the Hirshberg Foundation: Founded in 1997, the Hirshberg Foundation for Pancreatic Cancer Research is a national, non-profit organization dedicated to advancing pancreatic cancer research, and providing information, resources and support to pancreatic cancer patients and their families.

Established by Agi Hirshberg, whose husband Ronald died of pancreatic cancer at the age of 54, the foundation includes the Ronald S. Hirshberg Translational Pancreatic Cancer Research Laboratory; the Ronald S. Hirshberg Chair in Translational Pancreatic Cancer Research; and the Hirshberg Pancreatic Cancer Information Center.

To date, the Foundation has:

- Received \$14 million dollars in NIH grants for our Seed Grant Award Recipients
- Raised more than \$10 million for pancreatic cancer research
- Granted over \$600,000 in financial aid for patients
- Provided assistance to thousands of patients and their families
- Expanded seed grant funding to Loma Linda University, City of Hope, Johns Hopkins Medical Center, Mayo Clinic, Columbia University, University of Minnesota, University of Pittsburgh and Memorial Sloan-Kettering Cancer Center
- Supported the American Pancreatic Association's (APA), Japan Pancreas Society, and the European Pancreatic Club's Annual Meetings
- Presented the Agi Hirshberg Symposium at UCLA, focusing on research progress and patient and family education
- Funded the creation of the Tissue Data Bank at UCLA
- Awarded international grants to new investigators

Foundation Commitments:

- Fund medical Symposiums for pancreatic cancer research
- Fund seed grants for new research projects of merit for pancreatic cancer
- Consistently update the pancreatic.org site with the latest news and information
- Host fundraising events to raise awareness and funds for pancreatic cancer
- Provide financial assistance for patients

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