

**Media Contact:**

Christen Patterson

[christen@rallyfoundation.org](mailto:christen@rallyfoundation.org)

404.847.9176

Immediate Release

**Rally Foundation for Childhood Cancer Research Announces Donation to Dr. Gregory Friedman**

*UAB Physician to receive funding to help fight childhood cancer*

BIRMINGHAM (April 25, 2013) – Rally Foundation for Childhood Cancer Research has awarded a \$40,000 grant to support the research of Gregory Friedman, M.D., Assistant Professor of Pediatrics and Associate Scientist in the Neuro-Oncology program at the UAB Comprehensive Cancer Center.

The competitive Rally Foundation Grant was awarded to Dr. Friedman to support his research targeting a specific pediatric brain tumor called medulloblastoma. Friedman was selected as a recipient because of the importance and quality of his work, the excellence of the candidate and the potential impact of this research to childhood cancer care.

A portion of the donation was made as part of Rally's national "Corks Against Cancer" campaign with Constellation Brands and its Robert Mondavi Private Selection brand. The "Corks Against Cancer" campaign took place from September-October 2012. Constellation Brands donated more than \$50,000 to Rally to fund pediatric cancer research across the country during this campaign. Through the efforts of United Johnson Brothers, \$5,000 was raised in Alabama by participating in the Corks Against Cancer promotion.

"We are thrilled to support Dr. Friedman's cutting edge pediatric brain tumor research at UAB," says Dean Crowe, Founder and CEO of Rally. "It is important to fund promising young investigators like Dr. Friedman, who are the next generation of great scientists. We are also grateful for the support of Constellation Brands and their local Alabama accounts, allowing us to contribute further to finding a cure for childhood cancer."

Dr. Friedman provides care to pediatric cancer patients at The Alabama Center for Childhood Cancer and Blood Disorders at Children's of Alabama, and he works in collaboration with G. Yancey Gillespie, PhD., Professor in the UAB Division of Neurosurgery and project leader of the Brain Tumor SPORE (Specialized Program of Research Excellence) at the UAB Comprehensive Cancer Center.

Friedman's area of interest is targeting chemotherapy and radiation resistant pediatric brain tumors with "engineered" viruses. Herpes simplex virus, which can cause mouth sores, has been genetically-altered to act like a guided missile and target and kill cancer cells while not damaging normal cells. The goal of this

innovative, directed therapy is to improve outcomes and quality of life for children with brain cancer while lessening harmful side-effects caused by current treatments.

The Rally Foundation, based in Atlanta, Ga., was founded with the mission to raise money for childhood cancer research through grassroots initiatives. The foundation was founded in 2005 in a neighborhood driveway as an extension of a community prayer group formed to support a young man, William Olson, who had been diagnosed with childhood brain cancer. The Rally Foundation now boasts several fundraisers across the Southeast and funds research projects from coast-to-coast. For more information on the Rally Foundation visit their website at [www.rallyfoundation.org](http://www.rallyfoundation.org).

To find out more about Rally and *Corks Against Cancer*, visit RallyFoundation.org or contact Christen Patterson at [christen@rallyfoundation.org](mailto:christen@rallyfoundation.org) or 404.847.9176.

***About Rally Foundation for Childhood Cancer Research (Rally)***

*Childhood cancer is the number one disease killer of kids ages 0 to 15. Rally, a 501(c)(3) non-profit organization based in Atlanta, empowers volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and, ultimately, cure. Volunteers participate in the Rally Athlete program, which offers half marathon training teams for select national races and other Rally fundraisers. Rally received the Independent Charities Seal of Excellence, and according to independently audited financials, 93 cents of every dollar raised, supports Rally's mission. For more information, visit RallyFoundation.org.*

***About Constellation Brands***

*Constellation Brands is the world's leading premium wine company that achieves success through an unmatched knowledge of wine consumers, storied brands that suit varied lives and tastes, and talented employees worldwide. With a broad portfolio of widely admired premium products across the wine, beer and spirits categories, Constellation's brand portfolio includes Robert Mondavi, Clos du Bois, Blackstone, Arbor Mist, Estancia, Ravenswood, Ruffino, Jackson-Triggs, Inniskillin, Kim Crawford, Corona Extra, Black Velvet Canadian Whisky and SVEDKA Vodka. Constellation Brands (NYSE: STZ and STZ.B) is a S&P 500 Index and Fortune 1000® company with more than 100 brands in our portfolio, sales in about 100 countries and operations in approximately 30 facilities. The company believes that industry leadership involves a commitment to our brands, to the trade, to the land, to investors and to different people around the world who turn to our products when celebrating big moments or enjoying quiet ones. We express this commitment through our vision: to elevate life with every glass raised. To learn more about Constellation, visit the company's website at [www.cbrands.com](http://www.cbrands.com)*

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