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Heroes Actor Jack Coleman Delivers Powerful 'Women in Pain' Message

Exclusive PSA to Premiere at Inaugural Women in Pain Conference on May 30

LOS ANGELES [May 13, 2008] – For Grace, a nonprofit dedicated to ensuring the ethical and equal treatment of all women in pain, will unveil a new public service announcement (PSA) starring actor Jack Coleman during the first annual Women in Pain: Gender Matters conference scheduled for May 30, 2008, in Duarte at the City of Hope Medical Center. For Grace (www.forgrace.org), City of Hope (www.cityofhope.org) and Southern California Cancer Pain Initiative (<http://sccpi.coh.org/>) are co-sponsors of the conference.

In the 30-second spot, the star of the NBC hit drama "Heroes" describes the persistent pain that over 40 million U.S. women are challenged with daily and the gender inequalities in the treatment of pain.

Women hurt more and are helped less, Coleman says in the PSA.

Coleman knows the issue of women in pain firsthand. In the PSA, he reveals that his sister-in-law, For Grace founder Cynthia Toussaint, was bedridden with pain for a decade before she was diagnosed with Reflex Sympathetic Dystrophy, and later, Fibromyalgia, both chronic pain diseases.

"I am proud to be a part of a campaign to raise awareness of chronic pain in women. I hope that one day soon we will hear more about

breakthrough treatments and less about needless suffering," Coleman said.

The world premiere of the PSA will take place at the first annual Women in Pain: Gender Matters Conference at the City of Hope Medical Center on May 30, 2008, and then will be released to broadcasters to air as a 30-second spot, and on new media via the Internet.

"Jack Coleman feels passionately about this issue, and we are grateful he is joining us in our fight against gender inequalities in the treatment of pain," said For Grace founder Toussaint. "It's exciting and touching to have my 'heroic' brother-in-law, Jack, deliver our message to the world."

The PSA was directed by Jenni Gold (www.goldpictures.com) of Gold Pictures and produced by For Grace.

Women in Pain: Gender Matters will focus on the disparities in treatment and research toward women in pain, traditional and alternative therapies for pain control, legal and regulatory issues in chronic pain management, and the role of the interdisciplinary team in treating cancer and pain. In what is believed to be a first for a pain-related conference, health care providers and women in pain will attend lectures and workshops together.

To mark the day, legislators including California State Senator Sheila Kuehl, Los Angeles County Supervisor Zev Yaroslavsky and Los Angeles City Councilmember Wendy Greuel, will officially proclaim May 30, 2008 to be known as "Women in Pain Awareness Day."

For more information about the 2008 Women in Pain conference, visit <http://www.forgrace.org> or call 818.760.7635.

To register, please visit the Southern California Cancer Pain Initiative website at <http://sccpi.coh.org/WIP/WIP8.htm>.

For Grace (www.forgrace.org)

Passionately devoted "to ensuring the ethical and equal treatment of all women in pain."

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To give a tax-deductible gift to For Grace today, please link to our donation page: <http://www.forgrace.org/women/in/pain/C9/>

Thank You!