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Sept. 20, 2011

Society of Interventional Radiology Foundation Accepts St. Jude Medical Foundation Gift

Corporate Pledge of \$100,000 Supports Major Fund-raising Initiative to Expand Minimally Invasive Medicine Into New Areas of Discovery

FAIRFAX, Va.—The Society of Interventional Radiology Foundation’s Discovery Campaign, which seeks to further the growth of minimally invasive medicine into new areas of discovery, announced a major corporate pledge to that initiative. St. Jude Medical Foundation, the philanthropic arm of St. Jude Medical, has pledged \$100,000 and is a “Pioneer” level supporter.

“Support from St. Jude Medical Foundation strengthens SIR Foundation’s Discovery Campaign as it paves the way for a new generation of interventional radiologists—standard bearers in a field known for innovation in ways to deliver patient care,” said Gordon McLennan, M.D., FSIR, chair of the SIR Foundation board of directors. “This support accelerates the pioneering work of interventional radiology, opening doors to progress and enabling new ways to deliver the most advanced technology in the field,” noted McLennan, an interventional radiologist with the Cleveland Clinic in Cleveland, Ohio. “We thank St. Jude Medical Foundation for coming forward to support us on this venture,” he noted.

“St. Jude Medical Foundation supports the work of the Society of Interventional Radiology and recognizes its contributions to the field of minimally invasive medicine,” said Angie Craig, St. Jude Medical Foundation president and vice president of corporate relations and human resources for St. Jude Medical, headquartered in St. Paul, Minn. “The Discovery Campaign aligns well with our foundation’s mission to advance the state of medical knowledge. We hope our contribution will help to augment this important area of study that will ultimately improve and save lives,” she added.

The Discovery Campaign was launched initially in 2007 with an SIR membership phase. Last year marked the initiation of the campaign’s outreach to the medical technology industry for support. For information about the Society of Interventional Radiology, a national organization of nearly 4,700 doctors, scientists and allied health professionals dedicated to improving health care through minimally invasive treatments, visit online at www.SIRweb.org. For more information about the Discovery Campaign or to learn more about the Society of Interventional Radiology Foundation, visit online at www.SIRFoundation.org.

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About the Society of Interventional Radiology Foundation

SIR Foundation is a scientific foundation dedicated to fostering research and education in interventional radiology for the purposes of advancing scientific knowledge, increasing the number of skilled investigators in interventional radiology and developing innovative therapies that lead to improved patient care and quality of life. Visit www.SIRFoundation.org.

About the Society of Interventional Radiology

Interventional radiologists are physicians who specialize in minimally invasive, targeted treatments. They offer the most in-depth knowledge of the least invasive treatments available coupled with diagnostic and clinical experience across all specialties. They use X-ray, MRI and other imaging to advance a catheter in the body, such as in an artery, to treat at the source of the disease internally. As the inventors of angioplasty and the catheter-delivered stent, which were first used in the legs to treat peripheral arterial disease, interventional radiologists pioneered minimally invasive modern medicine. Today, interventional oncology is a growing specialty area of interventional radiology. Interventional radiologists can deliver treatments for cancer directly to the tumor without significant side effects or damage to nearby normal

tissue.

Many conditions that once required surgery can be treated less invasively by interventional radiologists. Interventional radiology treatments offer less risk, less pain and less recovery time compared to open surgery. Visit www.SIRweb.org.

About St. Jude Medical Foundation

St. Jude Medical Foundation, the philanthropic arm of St. Jude Medical, is proud to support organizations whose missions are to promote health awareness and advance the state of medical knowledge through education, research and training. Headquartered in St. Paul, Minn., St. Jude Medical develops medical technology and services and focuses on putting more control into the hands of those who treat cardiac, neurological and chronic pain patients worldwide. For more information about the foundation visit sjmfoundation.com.

Local interviews and photos are available by contacting SIR's communications department staff: Ellen Acconcia, SIR communications manager/practice areas, eaconcia@SIRweb.org, (703) 460-5582, or Maryann Verrillo, SIR director of communications and public relations, mverrillo@SIRweb.org, (703) 460-5572.