



## **About *Make Your Mark at the Multiple Myeloma Experience***

Since multiple myeloma was first identified in the late 19th century<sup>1</sup>, there have been numerous gains in the understanding and treatment of this rare blood cancer.

**But, there is still much to be done.**

This is your chance to celebrate how far we've come and **make your mark** in advancing progress.

### **Make Your Mark Overview**

*Make Your Mark* (MYM) is being launched for multiple myeloma healthcare professionals, patients, caregivers, and advocacy organizations to explore and celebrate the progress made in multiple myeloma, and encourage people to play an active role in the progress to come.

Visit the ***Make Your Mark*** booth at the **American Society of Hematology's Annual Meeting and Exposition (Booth #2049)** to see how far we've come, and to learn how you can make your mark in the future of multiple myeloma research and treatment.

- Hear **personal stories** from HCPs and patients on what progress in multiple myeloma research and treatment means to them.
- Sign the digital **pledge wall** with your personal commitment to fight multiple myeloma and a donation will be made to support continued progress in multiple myeloma.

### ***Make Your Mark* is brought to you by Onyx Pharmaceuticals**

Onyx Pharmaceuticals is committed to supporting education and research in the treatment of multiple myeloma, and has launched *Make Your Mark* to further this cause. Onyx will be making charitable donations to the International Myeloma Foundation (IMF) and the Multiple Myeloma Research Foundation (MMRF) on behalf of every pledge made at the *Make Your Mark* booth at ASH.

### **About Multiple Myeloma**

Multiple myeloma is the second most common hematologic cancer and results from an abnormality of plasma cells, usually in the bone marrow. In the United States, more than 50,000 people are living with multiple myeloma and approximately 20,000 new cases are diagnosed annually.<sup>2</sup> Worldwide, more than 220,000 people are living with multiple myeloma and approximately 100,000 new cases are diagnosed annually.<sup>3</sup>

To learn more about multiple myeloma and the *Make Your Mark at the Multiple Myeloma Experience*, please visit **ASH Booth #2049** or <http://makeyourmark-mm.com>. Be sure to follow *Make Your Mark* on Twitter at @MakeYourMark\_MM.

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<sup>1</sup> Robert A. Kyle and S. Vincent Rajkumar. "Multiple Myeloma." *Blood* 2008;111:2962-2972

<sup>2</sup> American Cancer Society, Cancer Facts & Figures 2012

<sup>3</sup> International Agency for Research on Cancer, GLOBOCAN 2008