



Humanitarian

Fall 2006

Education for Today. Research for Tomorrow.

WHAT'S INSIDE

- "Teens and Stress"
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- Route 66 Markers
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DID YOU KNOW...

By donating as little as \$10.00 to the Will Rogers Institute, you can supply a classroom with educational booklets for one year!

Please help us keep this free program available to teachers, students, librarians and you.

Thank you.

OUR MISSION

To perpetuate the memory of Will Rogers by promoting and engaging in medical research pertaining to cardiopulmonary diseases and educating the general public on topics of health and fitness

SPECIAL CARE NURSERY BABIES BREATHE EASIER THANKS TO GRANT

Babies in the Holtzman Twins Special Care Nursery, Southwest Washington Medical Center, Vancouver, Washington, will breathe easier thanks to a \$50,000 grant from the Will Rogers Institute. "So many donors are helping make our Holtzman Twins Special Care Nursery the best place for sick and vulnerable babies. These



additional ventilators mean improved access to vital technology for our most vulnerable babies," said Karla Rowe, administrative director, Women's & Children's Services. "We still have a number of other equipment needs, however, that will further enhance the great care we're giving to our region's fragile babies."

THE WILL ROGERS INSTITUTE EXPANDS FUNDING TO INCLUDE ALS

Amyotrophic lateral sclerosis (ALS), often referred to as "Lou Gehrig's disease," is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Motor neurons reach from the brain to the spinal cord and from the spinal cord to the muscles throughout the body. The progressive degeneration of the motor neurons in ALS eventually lead to their death. When the motor neurons die, the ability of the brain to initiate and control muscle movement is lost. With voluntary muscle action progressively affected, patients in the latter stages of the disease may become totally paralyzed. Yet through it all, for the vast majority of people, their minds remain unaffected.

The Will Rogers ALS Respiratory Research Grant, funded by the Institute and awarded biannually for the next five years, has the potential to completely alter the lives of ALS patients who suffer from pulmonary complications due to their disease.

Through studies funded by the grant, scientists will gain a deeper understanding of the relationship between respiratory illness and ALS.

The Institute and ALS Association will also be hosting a respiratory symposium in January 2007 for neurologists, pulmonologists and respiratory therapists. The goals of the symposium are to present a current summary and discuss further research regarding ALS respiratory care, share knowledge and promote discussion among clinicians and researchers of ALS respiratory care, and raise awareness of the grant program.

"The commitment that the Will Rogers Institute has made stands as a shining example to the world of the kind of support we will need to defeat ALS," said Gary A. Leo, ALSA president and CEO. "Undoubtedly, with more partners like the Institute, we will reach our ultimate goal — the eradication of ALS."

... scientists will gain a deeper understanding of the relationship between respiratory illness and ALS.

WILL ROGERS FELLOWSHIPS 2006 – 2007

ALS ASSOCIATION
Research: respiratory care

AMERICAN ASSOCIATION OF HEALTH EDUCATORS
Research: scholarships

CHILDREN'S MERCY HOSPITAL, KANSAS CITY
Research: cystic fibrosis

EMORY UNIVERSITY
Research: asthma and lung inflammation

HOLY CROSS HOSPITAL, FORT LAUDERDALE
Research: lung cancer

NEW YORK UNIVERSITY
Research: tuberculosis

NORTHWESTERN UNIVERSITY
Research: adult respiratory distress syndrome

PATRICIA NEAL REHABILITATION CENTER
Pulmonary rehabilitation

RANCHO LOS AMIGOS NATIONAL REHABILITATION CENTER
Pulmonary and neurological rehabilitation

ST. FRANCIS MEDICAL CENTER, LOS ANGELES
Neonatal ventilators

ST. MARY'S HEALTH CENTER, KNOXVILLE
Neonatal ventilators

SOUTHWEST WASHINGTON MEDICAL CENTER, VANCOUVER
Neonatal ventilators

UNIVERSITY OF CALIFORNIA, LOS ANGELES
Research: pulmonary fibrosis

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO
Research: asthma and pulmonary edema

UNIVERSITY OF COLORADO
Research: pulmonary fibrosis and tuberculosis

UNIVERSITY OF MASSACHUSETTS
Research: cough and asthma

UNIVERSITY OF MINNESOTA
Research: pneumonia and pulmonary edema

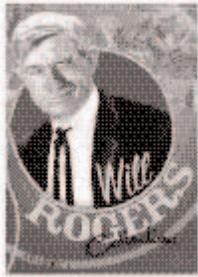
UNIVERSITY OF PENNSYLVANIA
Research: lung cancer, asthma and HIV/AIDS

UNIVERSITY OF SOUTHERN CALIFORNIA
Research: lung injury and pulmonary edema

UNIVERSITY OF TEXAS
Research: genetic markers of lung disease

UNIVERSITY OF WISCONSIN
Research: sleep apnea and asthma

Fox Home Entertainment Releases DVD — *The Will Rogers Collection: Volume One*

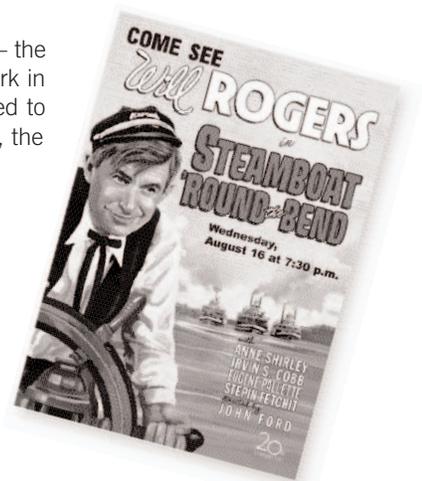


Capturing the hearts — and minds — of the nation, Rogers was a shining star of stage and screen, whose final four films will be available for the first time ever on DVD in *The Will Rogers Collection: Volume One*, debuting July 25 from Fox Home Entertainment. Showcasing the infectious charm of the quintessential American iconoclast are four of his most winning comedies — released up until the year of his untimely death — including *Doubting Thomas*, about a husband perplexed by his no-talent wife's theatrical ambitions; *Life Begins at Forty*, in which an easygoing publisher for a local paper finds himself at odds with the town's banker; *Steamboat 'Round the Bend*, a skilled and sympathetic look at justice in the late 1800s; and *In Old Kentucky*, Rogers' final film, following a simple horse trainer caught between two feuding families.

Newly remastered to pristine condition, each of the films contains a restoration comparison, original theatrical trailers, as well as audio commentaries by Rogers historians. *Doubting Thomas* and *In Old Kentucky* feature additional bonus materials, including an A&E Biography episode, *Will Rogers: An American Original* feature, "Movietone News" features, and more.

AT THE MOVIES IN WILL'S BACKYARD

On a beautiful August evening, the public was treated to an outdoor screening of the film Will Rogers made — the 1935 John Ford classic *Steamboat 'Round the Bend*. The screening was held at Will Rogers State Historic Park in Pacific Palisades, California. Guests brought blankets and relaxed on the lawn at Will's house and were treated to free popcorn, sodas and ice cream. The special event was sponsored by the Will Rogers Ranch Foundation, the Will Rogers Motion Picture Pioneers Foundation, California State Parks and Senovva.



PLANNED GIVING: FIVE IMPORTANT THINGS TO REMEMBER AS THE YEAR-END DRAWS NEAR

The end of the year will soon be upon us, and before we know it, a new year will dawn. To help you finish up this year in charitable style, here are five gentle reminders.

1. Charitable giving benefits you, as well as the Will Rogers Institute.

A special year-end gift during "The Season of Giving" can bring you added pleasure, especially as you consider the boost your gift will give us here at the Will Rogers Institute. You will enjoy knowing that your generosity has made a difference and will help WRI fulfill its worthy goals. And, of course, there are usually tax benefits related to charitable giving.

2. Appreciated assets can make dandy gifts.

Take stock, for example. If you have owned the stock for at least a year and a day, you can receive full value for the gift, including all the appreciation. What's more, neither you nor WRI will have to pay capital gains tax on the gift. The more the stock has appreciated, the greater the benefit. Your tax adviser can spell out the specifics for you. (Mutual funds, real estate and other appreciated assets can make great gifts as well.)

3. Taxwise, charitable gifts often require advanced action.

A stock gift usually takes more time to complete than writing out and mailing a check. Real estate gifts require even more time — often several weeks.

You should also plan for time to discuss your noncash gift with your attorney or financial advisor. Getting appointments and handling the paperwork takes time. So ... start early!

4. Charitable gifts can be accelerated.

That is, you can reach into next year and pull your charitable giving into the current year. There are several reasons why this might make sense.

First, you may be looking at a higher tax bill this year, due to larger-than-anticipated income. Additional giving this year may create a larger income tax charitable deduction and help ease your added tax burden.

Second, as you move closer to the end of the year, you may find you have extra cash on hand and may want to make an "advance" on your charitable giving plans for the new year.

Third, you may want to give more this year simply because you are sure of the tax benefits now, but unsure what Congress may do next year regarding the income tax charitable deduction. After all, who knows what a year can hold?

5. A life-income plan may make sense for you at this time.

These deferred-giving plans allow you to establish a gift arrangement now, obtain current tax benefits, create a stream of lifetime income and provide a future gift to the Will Rogers Institute. They are especially attractive to donors who cannot afford to give up current income from retirement-related assets.

Will Rogers' executive director, Todd Vradenburg, is ready, willing and able to chat with you about your year-end giving plans and the various options available to you. He can help coordinate the planning and giving process by meeting with you and your professional adviser(s) and by caring for the various details.

The services of Mr. Vradenburg are, of course, complimentary to you. Please feel free to call him toll-free at (877) 957-7575, ext. 2324.

WILL SAID ... WHICH QUOTE WAS MADE FAMOUS BY WILL ROGERS?

- "The truth is rarely pure and never simple."
- "Nothing will work unless you do."
- "Live your life so that whenever you lose, you are ahead."

Answers: a) Oscar Wilde b) Maya Angelou c) Will Rogers

WILL ROGERS ROUNDUP: Celebrating Route 66 in 2006



James Conkle, CEO, and Glen Duncan, president, of Route 66 Preservation Foundation; Christina Marie Hall, "Miss New Mexico;" Chuck Rogers; and Todd Vradenburg, executive director of the WRMPFF

The Route 66 Preservation Foundation celebrated its annual National Awards Banquet this past summer. The purpose of the foundation is to preserve and enhance the historic value of Route 66 and its cultural landmarks.

The first-ever Will Rogers award was given to John Lasseter (see article below) for helping with the mission of the Route 66 Foundation. Will Rogers is noted for his travels back and forth on Route 66 from Claremore, Oklahoma, to Los Angeles, California, during his career.

Other awards given out at the event were "The Mother Road [the nickname for Route 66] Lifetime Achievement Award," "The Mother Road Business of the Year," "The Mother Road Person of the Year" and "The Cyrus Avery Award" (named for the man who created Route 66). All award recipients help achieve the mission of the Route 66 Foundation.

The "Mother Road" route extends through eight states traveling from east to west; they include Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona and California.

To learn more about Route 66, visit Route66Pulse.com or oklahomaroute66.com.

Cars Director John Lasseter Receives Will Rogers Award

John Lasseter, director of the hit movie *Cars*, has been named the 2006 recipient of the inaugural Will Rogers Award. The award was presented at the 80th Anniversary Route 66 Festival, June 23, in Albuquerque, New Mexico.

Lasseter's ability to bring into the limelight "The Mother Road" and her family of caretakers earned him the award, which was created to focus on the promotion and enjoyment of Route 66.

The awards committee cited Lasseter for the dedication he showed over the five years it took to develop and bring the popular movie to the screen. The award is sponsored by the Route 66 Preservation Foundation.

Although the animated movie is based in the fictional town of Radiator Springs, there is no doubt the movie is a tribute to the famed highway. Many characters and locations are based on real Route 66 individuals and sites. Pixar crews were always interviewing and photographing along the highway.

In developing the movie, Lasseter and production crews from Pixar Animation Studios spent considerable time with dedicated preservationists, promoters and business owners along the route from Chicago to Santa Monica — always interviewing and photographing along the highway.

The award was presented by Chuck Rogers, one of Will's grandsons. Rogers said he was thrilled to give out the award and that the Rogers family was proud to be a part of honoring their grandfather's legacy and close ties to Route 66.

Not only was Lasseter the driving force behind *Cars*, but the movie also marked his return to directing for the first time since the hit *Toy Story 2* in 1999. Lasseter has executive produced and overseen all of Pixar's creative endeavors (including *Monsters, Inc.*; *Finding Nemo*; and *The Incredibles*) produced at Pixar's state-of-the-art studio in Emeryville, California. Shortly before the release of *Cars*, Pixar became part of Disney Studios.

"I have always loved cars," Lasseter told the *Route 66 Pulse* when the movie premiered. "In one vein I have Disney blood, and in the other there's motor oil. The notion of combining these two great passions of my life — cars and animation — was irresistible."

The movie has been a boon for Route 66 too, focusing renewed interest on the highway, which was decommissioned in 1985. According to reports from communities along the 2,448-mile route, the movie was partly responsible for an increase in tourism this summer. — James Conkle, Route66Pulse.com

History of the Will Rogers Highway Markers

As you travel Route 66 in Oklahoma, you may spot some granite Will Rogers Highway markers. The history behind them is very interesting.

The National Highway 66 Association held its annual meeting in Amarillo, Texas, on December 9, 1935, after Wiley Post and Will Rogers were killed in a plane crash. With the Rogers family's blessing, a resolution was passed to designate Route 66 as the Will Rogers Memorial Highway, and in 1937, the Federal Highway Department officially proclaimed it.

In 1938, a huge three-day celebration was held in Amarillo commemorating the Main Street of America as Will Rogers Highway and the National US Highway 66 Association changed its name to the Will Rogers Memorial Highway Association. In 1939, signage along the route was approved, but no signs were actually made until 1952, when small bronze markers were placed at state boundaries. A special marker was placed in Claremore, Oklahoma, Will Rogers' birthplace. The simple markers did not bear the original 1935 logo. Only two of



the original nine markers remain — in Santa Monica and at the Will Rogers Museum in Claremore, Oklahoma.

In the 1990s, the original 1935 logo design was rediscovered with the hope that state associations could raise enough money to place markers at the same state border sites as in 1952, with the first one placed at the Texas/Oklahoma border. However, funds were not readily available, and concerns of theft and vandalism halted the production. A longtime Route 66 booster, Darrell Ray, figured out how to raise the money

— bring them into the communities and let local community leaders raise needed funds. The idea worked.

The first marker was erected October 14, 1999, in Vinita, Oklahoma at the Grand River Dam Authority. In 2002, the Oklahoma Route 66 Association formally dedicated a border marker at the original Texas/Oklahoma border.

— Al Morrissette, Route66Pulse.com

To learn more about the life and times of Will Rogers, visit the Will Rogers Museum Web site at willrogers.org.



HEALTHY NEWS: Gift of Olive Oil Keeps On Giving

According to Greek mythology, Zeus once held a contest to see who would be awarded patronage of Attica. The patronage would be awarded to the god or goddess who provided the most useful gift. Poseidon took his trident and struck open the rock of the Acropolis, and from the crevice poured a great spring of water. But when the Athenians tasted the spring water, it was salty, because Poseidon was a sea god. Athena, when her turn came, made an olive tree grow on the Acropolis. From this the Athenians were able to produce oil, from which lamps were lit, anointing the body could take place and food preparation was possible. Athena won and became the patron goddess of Athens. (from *Mythology*, by Edith Hamilton)

Olives were cultivated in Crete as early as 2500 B.C., according to Peggy Knickerbocker in *Olive Oil: From Tree to Table*. And today, health experts say that even though Americans have a better health care system and Greeks smoke more than we do, they live longer and have lower rates of cancer and heart disease than Americans.



“Olive oil fights heart disease and breast cancer, studies say,” writes Stefan Lovgren in *National Geographic News*.

Why is olive oil so good for you? The answer is simply this: Olive oil is high in monounsaturated fat — which is the “good” fat you hear about when doctors are preaching to you about cholesterol. Even the Food and Drug Administration has gotten on the olive oil bandwagon and has allowed the health claim that monounsaturated fat from olive oil can decrease the risk of coronary heart disease.

New studies have shown that oleic acid, which is the main monounsaturated fatty acid in olive oil, can actually cripple a gene that is responsible for 25 to 30 percent of breast cancers today. Javier Menendez of Northwestern University, one of the study’s authors, says that the Mediterranean diet, which is laced with olive oil, has significant protective effects against cancer, heart disease and aging.

All of which makes Athena’s tree a pretty good gift.

Americans and Their Snacking Habit

According to The Gourmet Retailer Web site, Americans love snacks, and define the ideal snack as one that is “healthy, tastes sinful, and is convenient in all aspects” (The International Dairy, Deli & Bakery Association). Here are some other interesting facts that appeared in the article “The New Snack Is Healthy” by Michelle Moran.

- An estimated 90 percent of Americans indulge in a snack on any given day.
- 74 percent of Americans snack in the evening.
- 75 percent of Americans eat breakfast.
- 88 percent of Americans eat lunch.
- It is estimated that sales of snack foods will rise from the 2003 figure of \$47.1 billion to \$57.3 billion in 2008.
- 33.5 percent of Americans decreased their snacking in the past two years; 30.8 percent increased their snacking.
- 25 percent of adults prefer foods that are easy to prepare; 10 percent don’t have time to prepare healthy snacks or meals; 5 percent often eat store-bought precooked meals.



Kids Who Play Sports Have Better Diets

University of Minnesota researchers say teens who play sports have better eating habits and nutrient intake than those who do not. The meal and snack frequency, energy, and nutrient intake of 4,700 junior high and high school students were studied. Researchers wrote that they found “... sport-involved youth generally ate breakfast more frequently and had higher mean protein, calcium, iron and zinc intakes than their non-sport-involved peers.” — *Journal of the American Dietetic Association*

A TASTE OF FALL: HEALTHY FARE BY NUTRIFIT

APPLE STRUDEL

Yield: 6 servings Prep Time: 15 minutes Total Time: 30 minutes

Canola oil spray	1/2 fresh lemon zest, grated
1 tbsp. brown sugar	1/4 tsp. ground nutmeg
1 tsp. ground cinnamon	3 cups firm (such as Pippin or Granny Smith) apples, peeled and chopped
1/2 cup frozen, unsweetened apple juice concentrate	3 sheets phyllo pastry
1/2 cup golden raisins	

1. Preheat oven to 400°. Coat a baking sheet with spray and set aside.
2. Heat the apple juice concentrate, add the apples and sauté them until tender, about 10 minutes. Add the raisins, brown sugar, lemon rind, cinnamon and nutmeg and mix well. Cool the filling.
3. Using a large cutting board, coat each phyllo sheet lightly with canola oil spray, then lay the phyllo sheets on top of one another, spraying between each layer. Spoon the mixture along the edge of the phyllo and roll it up into a long roll.
4. Place the roll on the prepared baking sheet. Spray the roll and score the top diagonally into 6 pieces with a knife. Bake the strudel for 15–20 minutes, or until the top is lightly browned. Serve warm.

Serving Size: 1 slice; Calories: 145; Protein: 1.4 g; Carbohydrates: 33.7 g; Cholesterol: 0 mg; Sodium: 52 mg; Dietary Fiber: 1.4 g; % Calories from Fat: 6

RECIPE COURTESY OF NUTRIFIT. FOR MORE HEALTHY INFORMATION & RECIPES, PLEASE VISIT NUTRIFITONLINE.COM.

TERI HATCHER & MUPPETS STAR IN “TEENS AND STRESS” PSA



Teri Hatcher and The Muppets

The Will Rogers Institute’s public service announcement “Teens and Stress” will be seen on more than 500 television stations across the country this fall, after a successful run in movie theatres this past spring. The PSA stars The Muppets and Teri Hatcher, who urge teens to call the Will Rogers Institute for a free booklet on managing stress.

The spot was a joint collaboration between American University in Washington, D.C., and the Institute. Clark Woods, an American University alumnus, a current board member of the WRI and president of theatrical distribution for MGM, introduced the two organizations and suggested a writing competition among the university’s students.

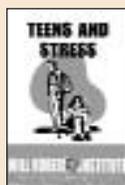


Winning writers Chris Kosek and Ben Connors with The Muppets

The winning script, titled “Stress Making You Blue,” was written by Chris Kosek and Ben Connors, students from the School of Communications at American University. Chris and Ben’s “Teens and Stress” script was chosen from more than 70 writing entries. The reviewing panel included Susan Zirinsky, a veteran CBS News producer and executive producer for *48 Hours*; Robert Morton, David Letterman producer for 14 years, won an Emmy for *The Wayne Brady Show*; Joy Moore, communications manager for the Annie E. Casey Foundation; Jan Petersen, former public education campaign director for the American Psychological Association, responsible for a major partnership with MTV; Andi Vernick, vice president, Global Creative Design Operations, Estée Lauder; and Steve Sarafin, successful promotions and marketing professional.

The PSA was produced by the Nelson Film Co. Photos are courtesy of Ryan Miller Photography. A special thank you to Panavision for donating cameras and to Fuji Film for donating film!

“TEENS AND STRESS” BOOKLET



Helps young people recognize the signs of stress and learn to relieve it in healthy ways: through relaxation, exercise, talking with peers, etc. Also discusses such sources of stress as transitions at school and home, social situations, and school pressures.

To order our free booklet on “Teens and Stress” or to view the PSA, please visit our Web site at wrinstitute.org.

VISIT OUR NEW WEB SITE!

wrinstitute.org has a new look! Our new site is easy to navigate and keeps you up-to-date on the latest news. Here are some things you can do:

- Order free educational materials quickly and easily.
- View our television and theatrical public service announcements.
- Read our latest newsletter.
- Learn more about our research labs and fellowships.



IN MEMORY:

OUR THANKS TO THOSE WHO HAVE HELPED THE WILL ROGERS INSTITUTE — YOU WILL BE MISSED.



Steve Irwin, “The Crocodile Hunter”

Steve Irwin, nicknamed “The Crocodile Hunter,” was an Australian conservationist and television personality. His television program, *The Crocodile Hunter*, achieved worldwide fame. Together with his wife, Terri Irwin, he also co-owned and operated the Australia Zoo in Beerwah, Queensland, founded by his parents, and co-hosted an internationally broadcast wildlife documentary series.

Steve Irwin hosted the Will Rogers Institute’s Summer Theatrical public service announcement in 2002. The PSA raised \$2.8 million for pulmonary research and education.



Paul Gleason

Paul Gleason was probably best known for his role as the gruff principal in the 1985 movie *The Breakfast Club*. During his career, he appeared in more than 60 films and had numerous television roles. Other notable appearances included those in the films *Trading Places* and *Die Hard*.

Mr. Gleason hosted a television public service announcement on behalf of the Will Rogers Institute on high blood pressure in 2004.

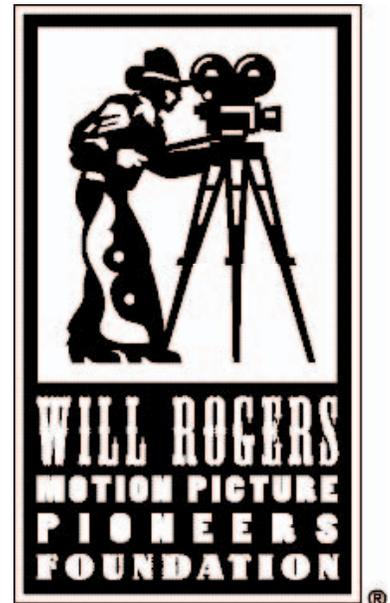
Free Educational Booklets

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- LUNG CANCER
- LIVING WITH ASTHMA
- STROKE
- LUNGS AND LUNG DISEASES
- STRESS MANAGEMENT
- EXERCISE AND ASTHMA
- YOU, YOUR CHILD AND EXERCISE
- EMPHYSEMA
- TEENS AND STRESS
- TUBERCULOSIS
- WALKING FOR FUN AND FITNESS
- BREAKING FREE FROM SMOKING ADDICTION
- CONTROLLING HIGH BLOOD PRESSURE
- QUITTING SMOKING WHILE STILL A TEEN
- GOOD NUTRITION
- SECONDHAND SMOKE
- CHOLESTEROL CONTROL
- SLEEP APNEA

FOR YOUR FREE BOOKLETS

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