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**FOR IMMEDIATE RELEASE****University Hospitals Ireland Cancer Center is Now  
University Hospitals Seidman Cancer Center**

**(June 3, 2011 – Sandusky, Ohio)** Area residents will notice a change at University Hospitals Ireland Cancer Center at Firelands Regional Medical. University Hospitals Ireland Cancer Center has been renamed University Hospitals Seidman Cancer Center in recognition of a generous \$42 million gift given to University Hospitals by Cleveland philanthropists Jane and Lee Seidman.

The signage on the building at Firelands was changed on Friday, June 3 to reflect the new name. UH Seidman Cancer Center at Firelands Regional Medical Center is an affiliate location of UH Seidman Cancer Center. UH Seidman Cancer Center includes the new nine story cancer center located on University Hospitals' main campus in Cleveland and a network of nine outpatient cancer centers and affiliated locations throughout northeast Ohio.

The medical and radiation oncologists at UH Seidman Cancer Center at Firelands Regional Medical Center treat patients for a broad range of oncological conditions. Being an affiliate of UH Seidman Cancer Center, Firelands Regional Medical Center can provide cancer patients with access to nationally recognized physicians, resources, and clinical trials which provide the latest developments in cancer fighting drugs and pioneering treatments. Reiki, massage, and guided-imagery are also available locally to complement each patient's personalized treatment plan.

“The goal of the UH Seidman Cancer Center at Firelands Regional Medical Center program is to provide the region’s cancer patients with the most advanced treatment available, the latest in cancer care innovations and technology and the most compassionate experience possible – all at a location close to home,” shares Kim Schreiner, Director of UH Seidman Cancer Center at Firelands Regional Medical Center.

The UH Seidman Cancer Center at Firelands Regional Medical Center physicians work only at the Firelands Regional Medical Center facility and live in the local community. The Cancer Center will continue to provide patients and their families with holistic care from a multidisciplinary approach and the highest standards of care that are the hallmark of Firelands Regional Medical Center.

For those who have not visited the Cancer Center recently, or who may have never been in the UH Seidman Cancer Center at Firelands Regional Medical Center, you are encouraged to experience the outstanding resources available locally. University Hospitals Seidman Cancer Center at Firelands Regional Medical Center invites friends, family, and community members to an open house on Thursday, June 9 from 3 – 7 pm. Visit the UH Seidman Cancer Center at Firelands Regional Medical Center, 701 Tyler Street, Sandusky, and walk the treatment path of a cancer patient, know what to expect including equipment demonstrations and explanations, meet our physicians, learn about the resources UH Seidman Cancer Center provides locally and the benefits to our patients, meet the nurses, radiation therapists, & support staff who provide patient care, Find out how individualized radiation treatment plans are developed using physics, anatomy & radiology; tour the chemotherapy & infusion treatment areas, enjoy a Reiki demonstration, meet Oliver, the pet therapy dog and enjoy light refreshments. Donate a scarf or hat for a local cancer patient and get your name entered in a drawing! Fill out a name card and our Relay for Life Team will walk on behalf of your loved one.

For more information about UH Seidman Cancer Center at Firelands Regional Medical Center, call 419-557-7480 or visit [firelands.com/cancer](http://firelands.com/cancer).

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## About Firelands Regional Medical Center

Firelands Regional Medical Center is nationally recognized for its award-winning care. As a 400-bed facility, Firelands is ranked #1 in Ohio and in the Top 5% nationally for Vascular Surgery and Overall Orthopedic Surgery; Top 10% Nationally in Acute Inpatient Rehabilitation, a Thomson Top 100 Hospital for its Cardiovascular Services, and ranked in the Top 5% nationally for Patient Safety. Firelands Regional Medical Center is the area's only Accredited Chest Pain Center, and is a Certified Primary Stroke Center, is the area's only Breast Imaging Center of Excellence. Serving a five-county region, Firelands provides many advanced care services to the region including comprehensive cancer care, full-time interventional cardiac care and open heart surgery, wound care services including hyperbaric oxygen therapy (HBOT), acute inpatient rehabilitation, as well as many advanced surgical procedures. For more information about Firelands, visit our website at [firelands.com](http://firelands.com).

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