



( [PRLEAP.COM](http://PRLEAP.COM) ) Santa Monica, CA – This year, Rod's Day, a community event benefiting the California Oncology research Institute (CORI), founded by world-renowned oncologist, Dr. Anton Bilchik, celebrated its 21st year of success. Since 1993, Dennis Fasone has hosted the annual event to raise funds for cancer research in memory of his son, Rod Fasone, who began his fight against colon cancer in 1990, during his junior year at Indiana University. Although he was only given 60 days to live at the time of diagnosis, Rod ended his fight in December 1992, an inspirational two years later.

"Rod's Day is a tremendous community effort that has raised significant funds to help research in cancer detection and treatment," said Dr. Anton Bilchik, member of CORI. "The Fasone family should be very proud of the legacy their son has left behind. Twenty-one years later, the community still remembers him and gather together to raise money in his memory. These efforts have truly saved lives," he added.

Known as the "party with a purpose" by the local community, Rod's Day is a fun event with raffles, a skydiving demonstration and a lively atmosphere. Donors enjoy a complimentary buffet and a chance to see friends and meet with leading cancer specialists from CORI, including Dr. Anton Bilchik. All proceeds go to Dr. Anton Bilchik's efforts to fight cancer and offer personalized care to patients. With the help of philanthropist, Joyce Eisenberg-Keefer, Rod's Day has raised millions of dollars for cancer research.

To learn more about Rod's Day and other ways to support Dr. Anton Bilchik's mission, visit [www.antonbilchikmd.com](http://www.antonbilchikmd.com)

About Dr. Anton Bilchik: Anton J. Bilchik, MD, PhD, FACS, is an internationally recognized surgical oncologist who has pioneered techniques to improve staging in colon cancer and minimally invasive approaches for liver and pancreas cancer. He is also spearheading JWCI/SJHC's participation in biotech-sponsored research trials, new drug development and tissue procurement. He serves as an investigator on international multi-center clinical trials and, with over 200 publications, is considered one of the country's leading specialists in surgical oncology. In his current dual leadership roles as Chief of Medicine and Chief of the Gastrointestinal (GI) Research Program at JWCI, Dr. Bilchik is working closely with Saint John's Cancer Program, and networking with community-based medical oncology and surgical oncology practices.

# Rod's Day Fundraiser Benefiting Anton Bilchik, MD's Cancer Research Marks 21st Anniversary

Written by Australian Business

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