

NY REGION | JANUARY 12, 2012

## A Successful Winter's Eve

By MELANIE GRAYCE WEST

Marc Holliday counts friends and colleagues among the many people who have benefitted from treatment at National Jewish Health, a hospital for respiratory diseases in Denver. But it's his mother that he most considered when creating a memorial fund for lung cancer research at National Jewish Health.

About seven years ago, Mr. Holliday's mother was diagnosed with lung cancer at one of the clinics that National Jewish Health hosts around the country.



n/a

MARC HOLLIDAY

"It was caught at a very early stage," says Mr. Holliday, the 45-year-old chief executive of New York's [SL Green Realty Corp.](#) "Through treatment we were able to extend her life for an illness that, unfortunately in today's age, doesn't have a very high survival rate."

And so Mr. Holliday is very grateful to the organization that helped to extend his mother's life and provided his family with more years together. He wanted to establish a fund that will assist other patients and fund lung cancer research and National Jewish Health has expanded its care to include lung cancer treatment as an offshoot of their respiratory illness specialty.

A gala held last month—the annual Real Estate and Construction Industries' "A Winter's Evening"—honored Mr. Holliday and raised more than \$3 million to support the Holliday Memorial Fund for Lung Cancer Research. Mr. Holliday's family foundation made a gift of \$100,000 in support of the fund, too.

December's gala raised a record amount for the charity and Mr. Holliday says that while the year might have been economically "choppy" for people in the real estate industry, National Jewish Health is still a must-attend charity event that can turn out some 1,300 people. In the coming year, he predicts that as "confidence returns, as it seems to be, hopefully that will translate into higher levels of giving."

Still, Mr. Holliday admits that while the New York real estate community has come to embrace National Jewish Health, funding for lung cancer research is still evolving "more slowly" than funding for other types of cancer, though the disease is prevalent among smokers and nonsmokers.

Mr. Holliday thinks that funding lags partly because breakthroughs in treatment have been "modest." But National Jewish Health has a history of progress in the treatment of asthma, allergies and immune deficiencies and "with the right funding, I think National Jewish will be able to achieve similar kinds of breakthroughs in the area of lung cancer," says Mr. Holliday.