

HEALTHCARE

The Ralph Lauren Center for Cancer Prevention at USC Norris to open in 2024

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Located within close range of Downtown Los Angeles, the new center will serve a population of more than 10.4 million people living within the area. Image credit: USC/Richard Carrasco

By LUXURY DAILY NEWS SERVICE

U.S. fashion group **Ralph Lauren** is furthering its commitment to helping those in need of health care.

The Norris Comprehensive Cancer Center at The University of Southern California (USC) has publicized plans to open a cancer screening and treatment center in spring 2024, following receipt of a grant from the apparel company's corporate foundation. The third Ralph Lauren-named center and first on the West Coast, a new location within close range to downtown Los Angeles will advance the philanthropic goal of providing medical care to underserved communities, now serving the West Coast for the first time.

"We have made great progress since I made a commitment to the fight against cancer more than 30 years ago but there is more to do, and we will continue expanding our efforts to make meaningful change for patients, their families and communities," said Ralph Lauren, executive chairman and chief creative officer of **Ralph Lauren Corporation** and chair of **The Ralph Lauren Corporate Foundation**, in a statement.

"Around the country, from New York, to Washington, and now Los Angeles, we are working to reduce disparities in health care and improve access to high-quality preventative care and treatment, making a real difference in the lives of the medically underserved," Mr. Lauren said. "USC Norris sits in the heart of the community, making it possible to reach those who need support the most."

Uplifting the underserved

The Ralph Lauren Center for Cancer Prevention at USC Norris will serve a population of more than 10.4 million locals.

Part of an overall \$25 million commitment to establish and enhance five Ralph Lauren Cancer Centers across the country, the aim of the openings is to provide treatment options and high-quality cancer screening services to underserved communities.

Breast, cervix, colon and lung cancer will be the key focus areas of the soon-to-be-opened center, which will help more than 12 sites in high-need areas of L.A. County, according to a statement from Ralph Lauren.

USC celebrated the grant in a video released as part of the announcement

"We're honored that our USC Norris Cancer Center is the first named cancer center in California to be selected for this generous and transformational award," said Carol L. Folt, president of the University of Southern California, in a statement.

"The Ralph Lauren Center for Cancer Prevention's goal of breaking down barriers to cancer treatment aligns with USC's deep commitment to making health care more accessible and equitable," Ms. Folt said. "This award will greatly benefit those in our community and further our moonshot' goal of transforming USC Health Science."

As part of the commitment, Ralph Lauren has opened centers in Harlem and, most recently, Washington D.C. ([see story](#)).

With the Los Angeles site opening next year, three of the allotted five locations have been revealed the corporation states that the remaining health care hotspots will be identified in the coming years.

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