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**CITY OF HOPE LOOKS AHEAD TO THE 2026 NATIONAL BUSINESS PRODUCTS INDUSTRY SPIRIT OF LIFE CAMPAIGN, HONORING GREG WELCHANS AS CAMAPAIN LEAD AND HONOREE**

*Industry leaders unite around a year of collective action to deliver hope, together for patients and families facing cancer*

**LOS ANGELES** — [City of Hope](#)®, one of the largest and most advanced cancer research and treatment organizations in the United States, today announced that **Greg Welchans**, president and CMO, [Distribution Management](#), will serve as campaign lead and 2026 Spirit of Life honoree for the [National Business Products Industry](#). Welchans will help guide a yearlong philanthropic campaign that brings industry leaders together to support lifesaving cancer research, treatment, and care.

At the center of the 2026 campaign is a powerful idea rooted in what the NBPI does best: **moving quickly, working collaboratively, and showing up for others**. This year's effort focuses on delivering hope together through shared leadership, peer-driven fundraising, and meaningful industry engagement.

City of Hope is honoring Welchans not only for his professional leadership, but also for his commitment to advancing the industry's long-standing support of City of Hope and for **building on the legacy of philanthropic leaders who have come before him**, many of whom helped establish the NBPI's enduring partnership with the organization.

The Spirit of Life Award is City of Hope's most prestigious philanthropic honor, celebrating leaders whose values, service, and generosity help fuel innovation and improve lives.

"Greg represents the very best of this industry: decisive, collaborative, and deeply committed to giving back," said Joe Watterson, vice president, corporate philanthropy at City of Hope. "As this year's Spirit of Life honoree, he is helping to unite a community that understands the power of moving together with urgency and purpose to deliver hope to patients and families facing cancer."

Throughout 2026, companies and individuals will have multiple opportunities to participate in the campaign and support City of Hope's mission: to make hope a reality for all facing cancer and diabetes. A portion of funds raised through this year's effort will help advance cancer care for U.S. service members, veterans, and special

forces, a population that faces higher rates of certain cancers, often at younger ages, than the general public. Through this campaign, the NBPI community is helping City of Hope, in collaboration with TGen, accelerate earlier detection and diagnosis, expand advanced genomic profiling to better understand cancer risk, and deliver personalized, leading-edge treatment options for those who have sacrificed so much in service to our country.

"I'm honored to serve as this year's Spirit of Life honoree and to help lead a philanthropic campaign that reflects who we are as an industry," said Welchans. "The NBPI has a long history of stepping up for City of Hope. This year is about continuing that legacy together and delivering hope where it's needed most."

### **Ways to Get Involved in the 2026 NBPI Spirit of Life campaign:**

- [\*\*Support the campaign\*\*](#) through individual or corporate contributions
- [\*\*Attend events throughout the year\*\*](#), bringing colleagues and peers together in support of City of Hope
- [\*\*Engage your company or team\*\*](#) through fundraising and partnership activations that amplify impact

A full calendar of upcoming NBPI Spirit of Life events is [available here](#).

More information about the 2026 campaign and participation opportunities can be found at: [cityofhope.org/NBPI](http://cityofhope.org/NBPI).

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### **About City of Hope**

City of Hope's mission is to make hope a reality for all touched by cancer and diabetes. Founded in 1913, [City of Hope](#) has grown into one of the largest and most advanced cancer research and treatment organizations in the U.S., and one of the leading research centers for diabetes and other life-threatening illnesses. City of Hope research has been the basis for [numerous breakthrough cancer medicines](#), as well as human synthetic insulin and monoclonal antibodies. With an independent, National Cancer Institute-designated comprehensive cancer center that is ranked top 5 in the nation for cancer care by U.S. News & World Report at its core, City of Hope's uniquely integrated model spans cancer care, research and development, academics and training, and a broad philanthropy program that powers its work. City of Hope's growing national system includes its Los Angeles campus, a network of clinical care locations across Southern California, a new cancer center in Orange County, California, and cancer treatment centers and outpatient facilities in the Atlanta, Chicago and Phoenix areas. City of Hope's affiliated group of organizations includes [Translational Genomics Research Institute](#) and [AccessHope™](#). For more information about City of Hope, follow us on [Facebook](#), [X](#), [YouTube](#), [Instagram](#) and [LinkedIn](#).

### **About Greg Welchans**

Greg Welchans leads Distribution Management's (DM) marketing, product merchandising and sales teams with responsibility for vendor relationships, strategy and P&L activities within both branches of DM business — Wholesale and Third Party Fulfillment. With over 40 years of industry experience, Greg has served in senior management roles for software companies and the distribution supply chain. Having spent the majority of his career with DM, Greg has been a key influencer in the growth and development of a company that began

entrepreneurial in nature to the progressive, professional company it is today. His leadership style is to build relationships, understand and encourage peoples' strengths and remove obstacles so his teams can achieve success and thrive.

### **About National Business Products Industry**

Inspired by the guiding humanitarian principles of City of Hope and motivated by the institution's commitment to innovative medical research and compassionate patient care, a group of key industry executives founded City of Hope's National Business Products Industry (NBPI) philanthropy group in 1983.

In its more than 40-year history, the group has raised over \$280 million for City of Hope and has honored some of the most influential figures in the industry. With a tradition of uniting professionals from around the country, NBPI represents a community of executives, professionals, and colleagues in every segment of the business products category. The Spirit of Life® Award is City of Hope's most prestigious honor and is presented to an esteemed community of industry leaders around the world who have made a significant commitment to improving the lives of others through the advancement of research and clinical innovation and the delivery of personalized, compassionate care. Past honorees include Stephanie Dismore of HP, John Fellowes of Fellowes Brands, Greg Gibson of Office Products International, and Brad Graves of 3M, to name a few.