

# FORTY UNDER 40

**BUSINESS FIRST**  
THE CENTRAL OHIO BUSINESS AUTHORITY

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**Founder and chairman, the Keren Emrich Foundation, dba Road of Life – Cancer Prevention for Kids**  
April 4, 1979

*From the nomination of CARLEEN TAYLOR, customer service, Labcorp:*

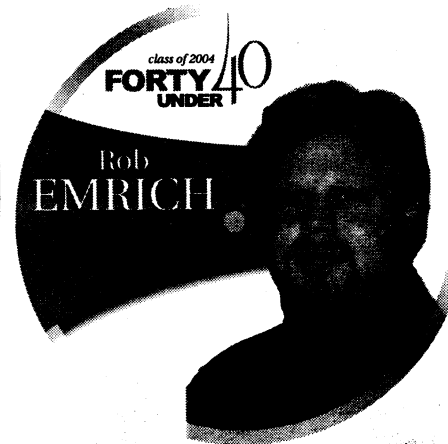
After witnessing family and friends suffering and dying from cancer, 25-year-old Rob Emrich decided that he would try to make a difference. Selling his car and personal stocks, Rob created Road of Life, a nonprofit organization devoted to increase cancer prevention and awareness and support for underfunded cancer researchers.

Road of Life educates children about fitness and nutrition decisions. It also strives to raise a generation of children with a significantly lower risk of cancer.

Road of Life is best known for its 312-mile relay walk across Ohio. Held in the spring, the event culminates a year of study for fourth graders and their college mentors that focuses on fitness and cancer prevention. The fund-raiser also raises awareness for cancer prevention in children in under-served communities.

Road of Life created and piloted a curriculum focusing on cancer prevention techniques for two Columbus Public Schools that was designed to meet Ohio proficiency standards. Additionally, Rob helped raise more than \$350,000 in funding and in-kind donations to fund Road of Life's mission, including grants from the AmeriCorp Vista Program and the Columbus Foundation.

During 2003 and 2004, Rob was a member of the Social Entrepreneurship Panel for City Year Columbus. He was a seminar speaker at the 2003 John Glenn Institute in Washington, D.C. He is a member of the Columbus Jewish Federation's Overseas Allocation Committee.



**ROB EMRICH**

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In 2003, Rob was selected by Northern Ohio Live as a recipient of Time to Care – Four People Whose Bright Ideas Bring Light to Others. He received a Katz Fellowship from Ben Gurion University of the Negev Beer-Sheva, Israel, for bio-ethics.