



**CURE™ JOINS WITH CHRIS ELLIOTT FUND/ENDBRAINCANCER INITIATIVE, A BRAIN CANCER ADVOCACY GROUP, IN ADVOCACY SPOTLIGHT PARTNERSHIP PROGRAM**

***Collaboration announced during Brain Cancer Awareness Month  
will spotlight life-saving activities and research projects***

**PLAINSBORO, N.J. (May 15, 2015)** – CURE™ magazine today launched its Advocacy Spotlight Partnership program with cancer advocacy organizations by joining forces with the Chris Elliott Fund/EndBrainCancer Initiative, a leading national brain cancer advocacy group whose mission is enhancing lives and empowering patients by closing the existing gap from initial diagnosis to immediate and expanded access to advanced treatment, clinical trials and critical care.

The announcement comes during Brain Cancer Awareness Month, with CURE, the largest consumer publication in the United States focused entirely on cancer, aligning with the Chris Elliott Fund/EndBrainCancer Initiative to raise awareness about research and treatments for brain cancer.

“With CURE’s new Advocacy Spotlight Partnership program with advocacy groups, we are joining forces to better serve patients who must deal with the challenges of brain cancer every day,” said Mike Hennessy Jr., president of Intellisphere Oncology and Healthcare Specialty Group, part of the Plainsboro, N.J.-based Michael J. Hennessy Associates, Inc. (MJH) family of businesses. CURE magazine offers information and insights on every stage of the cancer experience. CURE is distributed to nearly 1 million readers, including cancer patients, cancer centers and advocacy groups.

“By teaming up with the Chris Elliott Fund/EndBrainCancer Initiative, we hope to share knowledge about ways to battle brain cancer more broadly, improving our efforts to overcome this disease,” Hennessy added.

“Together, with CURE, we can advance our goal of growing public education and awareness of brain tumors and brain cancer, finding new ways to help patients receive immediate access to advanced treatment options, specialists and comprehensive support programs while also advancing standard protocol for this disease with increased and effective personalized treatment options,” said Dellann Elliott Mydland, president and chair of the Chris Elliott Fund/EndBrainCancer Initiative.

The Chris Elliott Fund’s EndBrainCancer Initiative is the new research and partnership arm of the Fund. Its goal to end brain cancer is accomplished by providing patients and caregivers with immediate access to advanced treatment options, specialists and comprehensive support programs; providing the research and medical community with qualified patients for treatment or clinical trials; advocating on issues of national public health policy impacting the lives and welfare of brain tumor and brain cancer patients, and educating the general public on matters related to brain tumor and brain cancer prior to diagnosis.

Hennessy pointed out that almost 700,000 people in the U.S. are living with a diagnosis of a primary brain tumor (one that starts in the brain) or a central nervous system tumor, and between 20 and 40 percent of those with other types of cancer later develop a brain metastasis.

“Diagnosis launches patients and their families on a sometimes bewildering journey of tests and treatments,” Hennessy said. “We believe that knowledge is empowerment, and our goal is to keep patients and families informed about research, treatment and support through the digital and print media outlets of *CURE* in combination with the outreach and support offered by the Chris Elliott Fund/EndBrainCancer Initiative.”

#### **About *CURE* magazine and CURE Media Group**

CURE Media Group’s flagship product, *CURE* magazine, is the indispensable guide to every stage of the cancer experience. With nearly 1 million readers, *CURE* is the largest consumer publication in the United States focused entirely on cancer, with broad distribution to cancer patients, cancer centers and advocacy groups. Through the magazine, live meetings, a resource guide for the newly diagnosed, the Extraordinary Healer™ national nursing award, and other books and online tools, CURE Media Group combines science and humanity to make cancer understandable. CURE Media Group is part of the Plainsboro, N.J.-based Michael J. Hennessy Associates, Inc. (MJH), family of businesses, which includes the acclaimed OncLive® ([www.OncLive.com](http://www.OncLive.com)) platform of resources for the practicing oncologist. For more information, visit [www.curetoday.com](http://www.curetoday.com) or [www.mjhassoc.com](http://www.mjhassoc.com).

#### **About the Chris Elliott Fund/EndBrainCancer Initiative**

The Chris Elliott Fund/EndBrainCancer Initiative (CEF) is a national brain cancer and brain tumor patient advocacy organization and national 501(c)(3) nonprofit with offices in Redmond, Washington. Established in 2002, the Chris Elliott Fund is furiously committed to finding a cure for brain cancer and to bringing HOPE to the lives of patients and their families. The organization and its advocates directly support 1300+ patients and caregivers free of charge every month, with over 7000 inquires coming into our Center. CEF is a member of the Society for Neuro-oncologists, the American Association of Neuroscience Nurses, the American Association for Cancer Research, and the Washington Biotechnology & Biomedical Association, among other organizations. If we can help, please contact us at [WeCare@EndBrainCancer.org](mailto:WeCare@EndBrainCancer.org).

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