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BOSTON-BASED GLOBAL CANCER EDUCATION NONPROFIT ANNOUNCES NAME CHANGE Organization Reborn as Cancer Education and Research Institute (CERI)

FOR IMMEDIATE RELEASE

CAMBRIDGE MA, DECEMBER 14, 2015 – Cancer Education and Research Institute (CERI), formerly Cancer Research Simplified, has officially rebranded today under its new name. The growing, award-winning nonprofit bears the same critical mission it has since its creation on January 30, 2013:

- 1) Making cancer and cancer research understandable for everyone worldwide by providing simplified and multi-language cancer information by our experts;
- 2) Bridging the gap between cancer scientists and cancer patients; and
- 3) Providing cancer research scholarships for promising high school students worldwide.

“We are experiencing exciting times at CERI,” said Ayguen Sahin, PhD, CEO and founder of Cancer Education and Research Institute (CERI). “Our name has changed, but certainly not our mission. We’ll remain true to our mission and keep simplifying cancer information for patients and the general public, and keep providing our educational programs in multiple languages, currently eight.” Prior to this change, CERI’s high-quality and globally sought-after work and services resulted in many awards and recognitions, including winning two consecutive Top-Rated Nonprofit Awards by Great Nonprofits in 2014 and 2015.

For the past nearly 3 years, CERI strived to make the community and world a better place by helping thousands of people learn more about their disease through their simplified, non-technical educational programs, including articles by our experts, videos on YouTube, simplified educational pictures and posters, symposiums and lectures; guiding cancer patients and family members toward hospital, centers, and clinical trials specifically focusing on their disease; and engaging and connecting cancer scientists, the general public, and patients within the community through fundraiser sports and recreation events, such as climbing, hiking, kayaking, biking as well as through its representations in street festivals. Furthermore, CERI not only gave tips on healthy lifestyle and diet to thousands of young people worldwide through its Youth Program, but also gave high school or college students extensive career guidance in becoming a cancer scientist. All services were provided at no cost.

“In our efforts to expand our services to our followers in all 50 states in the U.S. and 163 countries around the globe with higher volume, more capacity, more development and expansion, the new change has become a necessity to reflect our vision even greater,” said Dr. Sahin. With the new name change, CERI plans on development and expansion at all levels. “We hope that our new name will help to increase our visibility, allow us to raise the necessary funds in order to do even greater service to the community and people in need worldwide. We also plan to develop educational collaborations with hospitals, community centers, and schools, increase our collaborations with renowned cancer scientists worldwide, and develop our cancer research

scholarship program for promising high school students,” Dr. Sahin continued.

“Cancer Research Simplified [now CERI] is a great nonprofit. They make lots of information available about cancer that would be difficult to find otherwise. Most importantly, you can trust the information they give you, which is never a given for things you could find by yourself through the web. And true to their name, their videos and posts always explain things in a way that anyone can understand. I've been following them from the start and I will keep doing so and so should everyone: unfortunately cancer is so diffuse now that it's almost guaranteed that each one of us will experience it up close, either in person or through a loved one. Knowing more can only help deal with it were you have to face it. And knowing more about prevention may save your life or the life of someone you love...,” said a donor and dedicated follower of CERI, Lgua, on how CERI made an impact in his and his loved one's life.

To date, prominent institutions around the globe were among CERI's followers, including Massachusetts General Hospital, Harvard University, Massachusetts Institute of Technology, Princeton University, Hacettepe University, Dana-Farber Cancer Institute, Cambridge Public Health Commission, Cambridge College, Ford Motor Company, Eli Lilly and Company, National Institutes of Health, Longwood Medical and Academic Area (LMA), University of California San Diego, Yale University, Pfizer, Lahey Clinic, Procter & Gamble, The University of Texas M.D Anderson Cancer Center, University of Wisconsin Madison, Washington University, Agenus, Astellas Pharma, Auburn University, Auora Healthcare, Chevron Corporation, Duke University, East Lyme Public School, Hamilton College, Imperial College London, Iowa State University, Johnson & Johnson, Lowell General Hospital, Mckinsey & Company, Middle East Technical University (METU), New York University, North Carolina Research and Education, Northwestern Memorial Hospital, Ohio State University, Cancer Research UK, Bard College, Baxter Healthcare, Millenium Pharmaceuticals, Merck, Museum of Science.

CERI's website is available under www.canceredinstitute.org. CERI's social media names have also changed accordingly and links can be found on its website. While CERI thanks its subscribers, followers, fans, sponsors, and supporters for their continued support, it invites everyone to join in the currently ongoing Holiday Fundraiser Countdown with a goal to raise \$14,000 by the end of December 2015. More information about the fundraising drive can be found on its website: <http://www.canceredinstitute.org/cancer-blog-english/we-need-your-support-help-us-reach-our-goal>.

About Cancer Education and Research Institute (CERI):

Cancer Education and Research Institute (CERI) (www.canceredinstitute.org), formerly Cancer Research Simplified, is an award-winning, independent, Boston-based, 501(c)(3) global non-profit organization. Its three-fold mission is to 1) make cancer and cancer research understandable for everyone; 2) bridge the gap between cancer scientists and cancer patients; and 3) provide cancer research scholarships for promising high school students worldwide.

Mission Statement

Making cancer research understandable for everyone. Providing scholarships for young students worldwide to encourage careers in cancer research.

Vision

By providing cancer patients with information about their disease, up-to-date research, and specialized cancer treatment institutes, we can bridge the gap between cancer patients and cancer- treatment professionals and ease the burden on cancer patients by making it easy to find the best possible care.

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