



www.CancerResearchSimplified.org

## **PROGRAM LAUNCH PRESS RELEASE 2014**

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### **Local Non-Profit Announces the Launch of its African Cancer Education Program**

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SOMERVILLE, MA – A non-profit cancer education organization, Cancer Research Simplified, announces today the launch of its educational programs in the Afrikaans language. The non-profit's programs currently in English, German, and Turkish have already reached 114 countries, including 17 African countries, and 50 states in the US.

Founded by cancer researcher Aygün Şahin, MSc, PhD, Cancer Research Simplified helps educate patients and the public about cancer, including prevention, clinical trials and other treatments. The Cancer Research Simplified website features educational cancer videos that avoids medical jargon. "We are thrilled about launching our programs in the Afrikaans language, which is spoken by more than 20 million people. Cancer education remains a global problem, and we've aimed to tackle it," says Sahin.

Cancer Research Simplified has joined with Len Bernardt, a South African oncology radiotherapist at a hospital in Durban, who has worked in cancer centers and hospitals in the Netherlands and South Africa and has served as National Project Manager for multi-centre pharmaceutical clinical trials. "This program will benefit our population tremendously," says Bernardt, "and I am particularly excited to make simplified information available to patients, as cancer specialists and clinicians often fail to explain this disease in detail due to the size of their daily case loads."

Twelve months young, the organization's website, [www.cancerresearchsimplified.org](http://www.cancerresearchsimplified.org), has had nearly 17,000 visitors, and Cancer Research Simplified's videos can also be seen on YouTube. They are attracting the attention of cancer organizations and news outlets around the world.

Sahin, an award-winning cancer immunologist who has been a faculty member at Harvard Medical School/Massachusetts General Hospital, was moved to start the non-profit after noticing

a disconnect between researchers and patients who were often frustrated by confusing or conflicting information. Sahin, herself, communicates directly with cancer patients around the world and helps them sift through medical information and identify potential clinical trial options.

Patient education is only part of Cancer Research Simplified's mission. Sahin is also dedicated to supporting the next generation of cancer researchers by offering scholarships to high-school students interested in cancer research. The Youth Program will enable students to participate in research activities at cancer institutions worldwide, encouraging their educational and personal growth.

**About Cancer Research Simplified:**

Cancer Research Simplified ([www.CancerResearchSimplified.org](http://www.CancerResearchSimplified.org)) is an independent, global 501(c)(3) non-profit organization. Its three-fold mission is to provide simplified information about cancer and cancer research to cancer patients and the general public; to bridge the gap between cancer scientists and cancer patients; and to provide cancer research scholarships for high school students worldwide.

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