

## **PROGRAM LAUNCH PRESS RELEASE 2014**

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Cancer Education Non-Profit Announces the Launch of its Cancer TV Show

January 28, 2014

SOMERVILLE, MA – Cancer Research Simplified today announced the launch of its Cancer TV show, produced at SCATV studios. The show will provide educational programs, including simplified explanations of cancer types, therapies, early detection methods, and prevention for cancer patients and the general public in Somerville, Massachusetts and worldwide. The show will invite world-renowned cancer scientists to the show to discuss current research and new therapy strategies on specific cancer types.

"We're thrilled to launch our new Cancer TV show, which will reach a wide audience and help the community learn more about cancer research, new technologies, and options," said Dr. Ayguen Sahin, CEO and Founder of Cancer Research Simplified. "We were looking for an opportunity such as this, and are delighted and honored to launch our show through SCATV studios."

SCATV, Somerville's Community Access Television, streams on Channel 3 to more than 75,000 Somerville residents. SCATV provides access within Massachusetts and worldwide through live online streaming.

"SCATV is truly honored to be able to offer this informative video program which will raise awareness and educate the public about health issues surrounding cancer," said Gordon Nelson, Coordinator and Instructor of SCATV. "Airing this series in multiple languages for Somerville's diverse community is an appropriate use of our resources as a media outlet, and we hope that our support helps 'Cancer TV Show' reach the widest possible audience."

Cancer Research Simplified's videos of the Cancer TV Show will be also available on its website, www.CancerResearchSimplified.org, making its cancer education programs accessible worldwide.

## **About Cancer Research Simplified:**

Cancer Research Simplified (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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