



www.CancerResearchSimplified.org
+1 (617) 767-1070
info@CancerResearchSimplified.org
P.O. Box 400335, Cambridge, MA 02140 USA

Worldwide Access to Cancer Research and Education™

For Immediate Release

May 6, 2014

Cancer Research Simplified Invited to Attend Rev2014, The Thought-Leader Conference on New Ways to Look at Cancer

Cambridge, Mass.—Cancer Research Simplified (CRS)'s new and unique message to those who need to know about cancer in a more simplified way is gaining interest among major thought-leaders in the field of cancer, to wit, CRS has just been invited to attend the prestigious **Rev2014 conference**, a two day event in Washington, D.C., sponsored by Genentech, the Livestrong Foundation and Conquer Cancer Foundation of the American Society of Clinical Oncology (ASCO).

This event, the second such Rev conference, will focus on new and innovative ways to connect with cancer patients, bridging the gap from a spectrum of clinicians, oncologists, patients, administrators, and even artists to change the cancer paradigm.

Dr. Ayguen Sahin, CEO and Founder of Cancer Research Simplified (CRS) will be CRS's representative and plans to collaborate, network and share many of CRS's values and ideas in many "Action Tanks," where attendees will work with the Super Facilitators, such as Doug Ulman, President and CEO of The Livestrong Foundation, Clifford A. Hudis, MD, FACP, President, the American Society of Clinical Oncology, and Tig Notaro, Comedian and Cancer Survivor.

CRS's message is congruent with the basic tenets of Rev2014 (interaction to action) about getting inspired, connected and involved with cancer. CRS plans to actively participate in the Rev topics, which are, on Day One: 1. Quality Redefined, 2. Patient Empowerment and 3. Accelerating Progress Through Data Access and Technology. On Day 2, the topic will be "Patients as Consumers of Healthcare."

Follow CRS's continuing involvement in many of its events, and CRS's videos and game-changing content at www.cancerresearchsimplified.org.

-30-

About Cancer Research Simplified

Cancer Research Simplified™ is a non-profit organization, committed to providing information resources to cancer patients about their disease, the latest cancer research, and cancer institutes and hospitals worldwide that provide specialized cancer care and specific

targeted therapy methods. In addition, we provide scholarships for high school students worldwide to perform research activities at renowned cancer research institutions around the world.

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.

Contact Mike Ryan, Marketing Manager at marketing@cancerresearchsimplified.org for further information.

About the Rev Event

According to the event's website "Tackling cancer today requires new approaches to old problems. In 2012, the **LIVESTRONG** Foundation and Genentech teamed up to create something that would have a real impact on the lives of patients with cancer. As pioneers in patient advocacy and oncology care, we leveraged our collective knowledge about how to identify challenges and test theories—and this gave us an idea.

Our theory was that a different kind of forum, one that brought together the best, brightest, and most innovative thinkers from all corners of the cancer community (and beyond), would spark breakthrough ideas, create unconventional collaborations, and enable each of us to view and understand the problem through a new lens.

We called it Rev, and the response was positive and impactful. Oncologists, policy makers, writers, artists, advocates, and many others spent the day getting inspired, pushing boundaries, questioning traditional thinking, and coming up with completely new ways of addressing the most pressing challenges in the cancer community. They came away from Rev inspired to work with each other and break down barriers to create real change."