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Worldwide Access to Cancer Research and Education™

## **For immediate release**

**Cancer Research Simplified Wins a Finalist Position for Pursuing your Passions Pitch Contest at Harvard Extension Business Society!**

April 26, 2014

**Harvard University, Cambridge, MA....**Cancer Research Simplified placed as a finalist in the esteemed Harvard Extension Business Society's (HEBS) Pursuing your Passions contest today at Harvard University Science Center, 1 Oxford Street.

With over 10 pre-selected entries invited to pitch from a field of many, judged by top experts in the fields of entrepreneurship, including:

Lynn Cohen, CEO of Keller Williams (Newton, MA), Linda Cureton, CEO and Founder of Muse Technologies, Inc. and former CIO of the Technology Department of NASA and Alcohol and Firearms Bureau (ATF), Rana el Kaliouby, Lead Inventor and Co-Founder of Affectiva, who was cited by Entrepreneur Magazine as the Seven Most Powerful Women to watch in 2014, Krshan Mallor, Founder of Synctropy Corp., and renowned professor of entrepreneurship and business practices at Harvard, and Richard Goldman, Sr. Counsel of Sullivan and Worcester, a prominent Boston law firm.

...Dr. Sahin presented Cancer Research Simplified's passion for one minute, with three minutes of questioning. Her accomplished pitch succeeded into the finalist round of only four contestants, where she presented Cancer Research Simplified's business plan for over six more minutes.

Dr. Sahin explained the passion of CRS: "that those suffering or wanting to know more about cancer and its prevention, therapies and treatments can understand it in a new, simplified form that any layman can understand. Currently almost all channels, TV, internet, mobile technology, events and fairs, in printed matter, and other sources, make it easy for the public to access this information 24/7/365 to over 120 countries around the world and in the 50 states in the United States." CRS is free to all those who need it and is supported by donations from individuals, its Board Members and through grants, sponsorships and advertising. Dr. Sahin is currently recruiting at major college campuses, namely Harvard, Yale and Princeton, and many more in the coming months, to employ the most highly skilled cancer researchers in order to distill the latest cancer knowledge and bring it to the layman in an easy to understand manner.

The practice of great living standards, healthier lifestyle and diet, such as choosing organic foods versus highly processed foods, and choosing harsh chemical-free products is also a major part of Cancer Research Simplified message.

CRS has received rave reviews by its followers, for example, Maureen Mansfield, a Cambridge-based lawyer and attendee of the event tweeted, “congrats on making the final four @HarvardEBS #pitchcompetition, gr8 job w serious subject”. More can be found on the CRS Twitter page at <https://twitter.com/cancerressimp> and website [www.cancerresearchsimplified.org](http://www.cancerresearchsimplified.org).

Cancer Research Simplified is proud of this recognition at Harvard and will continue to pursue its mission statement in becoming the best source of simplified cancer information in the world.

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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](mailto:marketing@cancerresearchsimplified.org) for further information.