

FOR IMMEDIATE RELEASE

Massachusetts Nonprofit Wins United Nations Award

Nonprofit was awarded during the UN General Assembly High Level meeting in New York

CAMBRIDGE, MASSACHUSETTS, USA – October 15, 2019 – Cancer Education and Research Institute the first and only simplified and multi-language, global cancer nonprofit, wins the United Nations Interagency Task Force (UNIATF) Award 2019 in recognition of its outstanding contribution to non-communicable disease (NCD) prevention and control.

The award was presented to Cancer Education and Research Institute during the UN General Assembly High Level meeting in New York, at the UN Interagency Task Force for the Prevention and Control on Non-Communicable Diseases Friends of the Task Force side event on Monday, 23 September 2019 in the UN Building, New York. The UNIATF Award was given to Cancer Education and Research Institute in the category of **Outstanding Non-state actors (non-governmental organization, academia or philanthropy** for its **outstanding contribution to non-communicable disease (NCD) prevention and control.**



Dr. Ayguen Sahin, CEO and Founder of Cancer Education and Research Institute, stands to accept the UNIATF Award at the UN General Assembly in New York.

“CERI received the award because of the unique, *simplified* and *multi-language* cancer education we provide globally through our programs,” said Dr. Ayguen Sahin, CEO and Founder of CERI and Cancer Lead, a cancer researcher and former Harvard Medical School faculty. “Our local and overseas public lectures explain the public, and in schools to children, in layman terms the mechanisms of cancer development, cancer risks, prevention, and how to switch from poor health habits to a healthy lifestyle, better diet, more exercise. The results of our efforts are astonishing. Not only that we’ve changed people’s lives dramatically for the better through our in-person lectures, but also through our strong online educational programs, which are followed by more than 2.6 million people from 192 countries worldwide,” she continued.



Dr. Ayguen Sahin accepts the UNIATF Award from Dr Nick Banatvala, Head of Secretariat UN Interagency Task Force on the Prevention and Control of NCDs.

CERI’s programs have accomplished a long-term effect on people’s health, showing tangible results in modifiable risk factors of cancer. Three years after CERI’s follow up of lecture participants overseas, 69.6% started to eat healthier, 82.6% started to be more active, 69.6% started to use sunscreen, and an astonishing 83.33% either quitted smoking or avoiding cigarette smoke. Furthermore, since the lecture, they cut on sugar,

processed meat and food, salt, flour, and started to be more active, doing sports, take walks, and have integrated more fruits and vegetables in their diets. Importantly, the attendees still remember every word of, and quote from the lectures Dr. Sahin provided.

Cancer is one of the four main non-communicable diseases (NCDs) and has become a 'global epidemic' with millions of deaths annually worldwide. Controlling major modifiable risk factors has been shown to effectively reduce NCD mortality. To control these factors, education has become imperative and provides tangible results, as also the work of Cancer Education and Research Institute (CERI) shows.

"We look forward to expanding our programs even further worldwide and collaborating with UN partners, to ensure that each and everyone globally has been made aware of this devastating disease and actively known about its prevention and control, which in turn will lead to tangible results," Dr. Sahin concluded.

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About Cancer Education and Research Institute (CERI):

Cancer Education and Research Institute (CERI) (canceredinstitute.org) is the first and only *simplified* and *multi-language* global cancer nonprofit organization. It acts as a hub to integrate all non-treatment aspects of the challenge that is cancer. It connects all the key constituents in the cancer community – patients, medical professionals, research institutions, academia, and pharmaceutical companies through its uniquely designed programs. It provides 1) personalized patient-directed services (**CERI Personalized Patient Program™**), 2) public cancer education for prevention and control (**CERI Cancer Education Program**), 3) youth programs, career guidance, and research scholarships (**CERI Youth Program™**), and 4) will soon expand to operate its own cancer research laboratory (**CERI Cancer Research Program**) in Boston.

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