



For Immediate Release

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\$50K for 50K Campaign is Launched!
Bite Me Cancer Foundation seeks to raise \$1 for every person newly diagnosed with thyroid cancer this year.

(Chantilly, VA), January 2012 – More than 50,000 people are predicted to be diagnosed with thyroid cancer in 2012 (according to the American Cancer Society the number will be 56,460), and the Bite Me Cancer Foundation has announced its first fundraising goal for 2012: Raise \$50,000 - one dollar for each new diagnosis. The money will go to fund one 2-year research grant aimed at fighting thyroid cancer which is the fastest growing cancer in the United States today.

“When we created the Bite Me Cancer Foundation, one of our goals was to create a funding source for research into the diagnosis and treatment of thyroid cancer,” said Nikki Ferraro, a freshman at James Madison University who, with her parents Sharon and Michael Ferraro, created the foundation after her own thyroid cancer diagnosis in 2010.

“Thyroid cancer is the fastest growing cancer in the US, and it doesn’t receive enough attention or research funding,” Ferraro added. “Our \$50K for 50K campaign will raise money and awareness.”

Ferraro noted that her foundation hopes to have the \$50,000 raised by September, which is Thyroid Cancer Awareness Month. The money will fund a 2-year grant that will be reviewed and approved by the American Thyroid Association. The grant recipients will be younger doctors/researchers who are looking for new approaches to treat/cure thyroid cancer.

To make a donation or for more information about the \$50K for 50K campaign, thyroid cancer, and the Bite Me Cancer Foundation, visit the foundation’s website at www.bitemecancer.org.