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For Immediate Release August 29, 2014 For More Information, contact: Mary Anne King, Exec. Director ma.king@thinkoflaura.org

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September is Ovarian Cancer Awareness month. What better way to call attention to the symptoms of ovarian cancer than to have a visible reminder. Since the color assigned to ovarian cancer is teal, the Laura Crandall Ovarian Cancer Foundation has created the "Nail Ovarian Cancer Challenge."

The challenge is easy! Simply paint your toenails teal and have someone video your actions. Then, challenge your friends, both male and female, to do the same. If you accept the challenge and paint your toes or nails or both in teal polish, then you follow-up by donating \$5 to the Laura Crandall Brown Ovarian Cancer Foundation. If you don't accept the challenge, you're asked to donate \$50 to the Foundation.

This phenomenan is spreading across the country on social media and many have already taken the challenge. Jim Crandall, President of the Foundation, is pleased with the momentum this challenge has taken.

"Knowing that so many lives have been touched by this cancer, and realizing that awareness is a key element to getting treatment and saving lives, this challenge is really a win-win situation. The donation requested is only \$5 if you take the challenge and this is a great way to bring awareness while having a little creative fun with your friends and family."

See a video of the first Nail Ovarian Cancer Challenge issued by Jim Crandall on our Facebook page (<u>https://www.facebook.com/LCBOCF</u>) or by visiting <u>www.thinkoflaura.org/NOC</u>.

The Mission of The Laura Crandall Brown Ovarian Cancer Foundation is to provide funding in support of research in the early detection and treatment of ovarian cancer. It is imperative that we bring awareness and educate the public about this silent killer. By focusing on early detection, we have the chance to fight it, to beat it, to live!

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