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Sept. 2, 2015

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Women's Health Initiatives Foundation Plans Oct. 3 Fundraiser to Benefit New Hope for Cancer

Nonprofit Seeks to fund research to make cancer a chronic disease, not a fatal one

The Women's Health Initiatives Foundation (WHIF), with offices in Mason and Dayton, will host a fundraiser and silent auction on Saturday, Oct. 3 from 7 to 10 p.m. at Rec West, 965 Miamisburg- Centerville Road in Dayton.

One hundred percent of proceeds will go to the New Hope for Cancer project at the Rosenberg Integrative Cancer Treatment and Research Institute in Boca Raton, Fla., said Kelly Brown, WHIF executive director. Cost to attend is \$50 per person.

WHIF seeks to help women live longer, healthier lives. Its mission is to prevent, treat or cure cancers in women.

“So many of us have a relative or friend who has had terminal cancer,” said Brown. “We are very excited about supporting New Hope for Cancer because it is on the cutting edge of cancer treatment and prevention.”

Dr. Mark Rosenberg is medical director of the Institute for Healthy Aging and director of the Integrative Cancer Therapies Fellowship with the American Academy of Anti-Aging Medicine in Boca Raton.

WHIF funds will provide New Hope for Cancer treatment to those who cannot afford it and to develop a new drug to treat advanced-stage cancer that focuses on altering the cancer environment, blocking as many pathways of cancer growth as possible in order to convert a progressive, terminal cancer into a chronic disease that can be managed indefinitely, according to the New Hope for Cancer center.

“What really excites us about the New Hope for Cancer is that Dr. Rosenberg has identified commonalities in the ways that all cancer cells grow and developed medical strategies that inhibit that growth without chemotherapy,” said Brown. “We want to support his efforts and help him break through faster. We also want to support some of his patients who are literally paying out of pocket to stay alive, as most insurance companies do not yet cover Dr. Rosenberg’s holistic treatment.”

The fundraiser will include healthy food, wine, chocolate, Jazzercise demonstrations and silent auction. Dress is informal.

Lyn Hogrefe of Happy Hormone Cottage, underwrites the foundation’s operating expenses, which allows for all funds raised to be dedicated to New Hope for Cancer.

“Investing in people and the community is so important; it has always been where my heart is,” said Hogrefe. “The greatest cause I know is health, wellness and the prevention of disease. We all know someone affected by cancer, so it is an easy mission to get behind. And it feels really good to be able to make a difference.”

Foundation offices in Mason are at 6860 Tylersville Rd, Suite 10, adjacent to the Happy Hormone Cottage office.

Its Dayton office is located at 5459 Far Hills Ave, Suite 201 in Kettering.

To register to attend, donate, or for more information, go to www.womenshealthinitiatives.org, contact Brown at Kelly@womenshealthinitiatives.org or call (937) 371-4838.

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