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FOR IMMEDIATE RELEASE

Game-changing prostate cancer clinical trial gets champion in Give 1 For Dad campaign

Durham, NC: Prostate cancer is a humbling affliction. It is tenacious and has the capacity to adapt around most of today's standard treatments. For those suffering with the cancer after it has spread, the treatment options get limited and become increasingly more toxic and destructive to the body.

A newly created fundraising campaign "Give 1 For Dad" has been launched to raise the necessary funds to support a clinical trial that may have the potential to change this story. The study will be conducted by researchers at The Duke Cancer Institute (DCI) in Durham, NC

The protocol, nicknamed Copper Kills Cancer, is based on foundational work first reported in October in 2014 in the journal Cancer Research involving the FDA approved and now generic drug disulfiram (<http://cancerres.aacrjournals.org/content/74/20/5819.full>). Give 1 For Dad has been launched to raise the funds necessary to start and complete the trial once a study design has been finalized.

"With government funding for medical research in decline, it has been challenging to identify support for this study as it represents an unconventional approach to treatment," said Dr. Daniel George, the Director of Genitourinary Oncology at DCI. "This fundraising campaign is exciting to me as I believe this approach has real potential. We'll never know until we evaluate this strategy in patients, and Give 1 For Dad can make that possible."

The approach related to this study is described in great detail on the campaign's website (www.Give1ForDad.com) where site visitors can donate, as well as share and read stories about the people for whom donations are made, and find information on how to get involved with the campaign where they live.

“Cancer is a very personal thing, but the need to raise money here supersedes the need for privacy, in my opinion. My Dad agrees, and was gracious enough to let me launch this campaign. He may not be included in the trial - that’s not up to us to decide. But he did raise me to think of others, and that is the foundation of my drive to make this campaign a success,” said Sam Poley, Give 1 For Dad’s founder. Poley aims to raise at least \$1 million, but hopes the campaign is far more successful. “If money is what we need to start changing the future for those afflicted, then raising money is what we need to start doing,” Poley said.

“This isn’t like traditional crowd-funding where there are fund-raising thresholds that need to be met and percentages that need to be paid before funding reaches the recipient,” said Poley referring to the fact that as money is donated it goes directly to this specific study.. “100% of the money donated will go directly to fund this study as it is received,” Poley added also noting that donations are tax deductible to the fullest extent of the law.

The campaign will be chronicled by Give 1 For Dad across its social media platforms including Facebook, Twitter, and Instagram, all of which are linked on the website. Those posting on the matter are encourage to use the hashtag #Give1ForDad.

The campaign is being underwritten by Poley who has secured generous donations of time and effort from Durham businesses Evan T. Howell Communications, LeGa Design, and Pausback Advertising.

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Give 1 For Dad is a private effort to crowd-source the funds necessary for the launch and conduct of a clinical trial to test a novel approach to treating advanced prostate cancer patients. All administrative costs were either donated by vendors or paid for out of pocket by the founder.