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For Immediate Release

Give1ForDad campaign succeeds in launching clinical trial

Protocol to be named for campaign's founder

Durham, NC: The Durham, NC-based crowd-funding campaign, Give1ForDad, announced today that the campaign successfully raised the money necessary to start the clinical trial for which it was founded. "This started with a 'what if' question, and today we know for sure that it is resulting in the launch of a clinical trial that could shape the way advanced prostate cancer is treated around the world," said Sam Poley, the campaign founder.

The campaign started with Poley learning of research at Duke Cancer Institute (DCI) which demonstrated that a drug for alcoholism could be repurposed to treat prostate cancer. Importantly, when the agent is given alone it has minimal effect, but when given with high levels of copper, which prostate cancers rapidly absorb, the agent becomes lethal to the cancer cells. Funding for a clinical trial was a barrier to its commencement. Poley's father, Neil, was being treated for stage 4 prostate cancer by Dr. Daniel George at the DCI at the time. "This study could have been an answer for my dad. We'll never know about his response, but I know there are millions of men across the world that might benefit from the knowledge gained from this trial," Poley added. Neil Poley passed away on July 4, 2015.

"This study has always excited me, but we just couldn't get it funded because it involved drugs which, by themselves, were ineffective. Without some clinical evidence we couldn't convince funding agencies that the combination would work," said George. "Initially Sam wanted to do what he could to help his dad, but over time he realized how this work could eventually benefit the field. Now, thanks to Give1ForDad, we can get started, and that's really exciting." The trial will launch in June pending final approvals.

Give1ForDad has raised over \$60,000 from individual donors so far, and those donations paved the way for an additional \$400,000 in donations from foundations willing to contribute because Give1ForDad paved the way. A total of 30 patients will enter the trial with this funding, with more

to be admitted as the campaign's \$1 million goal continues to be pursued. Those interested in learning more about research studies at the DCI can look online at <http://www.dukecancerinstitute.org/research/clinical-trials>.

"My dad was an engineer – insatiably curious, always learning and wanting to understand," Poley said. "Neil was an inspirational man. We're calling this The Poley Protocol in his honor. I have no doubt he would be overjoyed that we are launching this trial. He made an impact with his life, and now we will make an impact in his honor," added George.

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Give1ForDad is a private effort to crowdsource the funds necessary for the Duke Cancer Institute to launch a clinical trial to test a novel approach to treat advanced prostate cancer patients. The effort, launched by a private citizen, is approved by the Duke Cancer Institute, to which all funds raised are donated directly. All administrative costs were either donated by vendors or paid for out of pocket by the founder.