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Media Contact:

Stephanie Selk

971.344.7149

Stephanie@Lawrence-PR.com

CONSANO ANNOUNCES FUNDING CAMPAIGN FOR BREAST CANCER RESEARCH

Crowdfunding platform launches University of Kansas study on triple negative breast cancer

Portland, Ore. (Aug. 13, 2015) – Consano (www.consano.org), the first non-profit crowdfunding platform focusing solely on supporting medical research campaigns, today announced the launch of a new campaign to support Daniel Aires, M.D. and Laird Forrest, PhD Associate Professors of the University of Kansas with new research on targeted therapy for triple negative breast cancer. The campaign aims to raise \$25,000 for the study by the end of October.

Triple negative breast cancer accounts for 15-20% of breast cancers nationwide and lacks the hormone receptors that are used for targeted therapies. Currently, no targeted therapies for this form of cancer exist. Triple negative breast cancer tends to metastasize more quickly and is more likely to recur after treatment. Recurrence is thought to be determined by cancer stem cells, which are a specialized group of cancer cells and are highly resistant to conventional chemotherapy and radiation treatments.

“Because triple negative breast cancer is not susceptible to current targeted therapies, improved approaches are especially important,” said Daniel Aires, M.D., University of Kansas. “We’re eager to take our successful head and neck cancer project that has received National Institutes of Health funding and extend it into a new area: triple-negative breast cancer.”

The research treatment is designed to target cancer stem cells in primary tumors and lymph node metastases. Targeting cancer stem cells is accomplished by linking the widely used conventional chemotherapy cisplatin with nano-sized Hyaluronan, a natural compound in the body that cancers seek and bind. This project hopes to demonstrate that Nano Hyaluronic Acid Cisplatin is effective at treating human triple negative breast cancer tumors in mouse models, and hopefully lead to future trials in cancer stricken pet dogs and, ultimately, humans.

“This is a very exciting campaign launch for us,” says Consano founder, Molly Lindquist, who is a breast cancer survivor. “Consano was created with the goal of enabling anyone to directly support an innovative medical research project that matters to them, and this type of groundbreaking study is a perfect example of how those people impacted by triple negative breast cancer can play a role in advancing the science of this specific type of cancer.”

Since the website launch in 2013, Consano has raised nearly \$200,000 to support 30 projects in 26 health categories from 19 academic institutions across the country. Amounts raised are typically between \$5,000 and \$25,000 per project. These sums can fund pilot studies to gather preliminary data or smaller parts of larger research projects. Each research project is required to detail what

funds will be used for, so donors have complete transparency in what they are supporting and gain immediate visibility to the impact of their donation in addition to the ongoing connection via quarterly updates provided by the researcher.

To learn more about this study, or to make a donation, please visit:

<https://www.consano.org/projects/64-targeted-therapy-for-triple-negative-breast-cancer>

About Consano

Consano is the first 501(c)(3) crowdfunding platform focused solely on medical research campaigns. To learn more about Consano, or to make a directed donation, visit www.consano.org or visit us on Facebook (www.facebook.com/Consano) and Twitter ([@Consano](https://twitter.com/Consano)).

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