

News Release
Ovations for the Cure
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LOCAL CHARITY OVATIONS FOR THE CURE APPEARS ON CBS's THE EARLY SHOW

Team of Ovarian Cancer Survivors and Supporters Champion Their Cause

Natick, Mass. – September 7, 2007 – Ovations for the Cure, a Massachusetts-based, non-profit organization focused on research, patient treatment and awareness of ovarian cancer, journeyed to the Big Apple early this morning to make an appearance on The Early Show on CBS and promote September as Ovarian Cancer Awareness Month. The foundation, started in April 2006, began their adventure at 2:00 a.m., chartering a bus from their headquarters in Natick to The Early Show's outdoor plaza in downtown Manhattan to promote "Wear Teal Day" on national television and raise public awareness of ovarian cancer.

The group of over 20 women included several ovarian cancer survivors, including the organization's founder, Patty Franchi Flaherty, six-year old survivor Maddie Kullen, and Texas-based Lora Williams. Williams, a 10-year ovarian cancer survivor, learned about the bus trip on the Ovations for the Cure website and traveled from Dallas just to accompany the team. The Early Show host, Harry Smith, spoke with Patty about the organization and the significance of wearing teal today. Teal is the official color associated with ovarian cancer awareness.

The symptoms for ovarian cancer can be elusive, which is why Ovations has scheduled multiple events to help increase awareness of the disease and raise funds critically needed for ovarian cancer research. Since its inception nearly 18 months ago, Ovations has raised and donated over \$800,000 to ovarian cancer research at Boston's Dana-Farber Cancer Institute and Brigham and Women's Hospital. The organization hopes to raise another \$200,000 this month through their fundraising events and activities. Their patient awareness campaign has reached thousands of women through doctors' offices in four states, with a goal of reaching women in all 50 states in the coming months.

Darlene Hayes, Development Coordinator for Ovations for the Cure, said, "What began as a simple idea truly blossomed into an incredible opportunity." Continued Hayes, "we are thrilled to have been able to reach out and bring awareness to so many additional women nationwide. If our appearance today saves even one woman's life, our trip is a success." For more information on the events scheduled throughout the month of September, you are encouraged to visit their website at ovationsforthecure.org.

About Ovations for the Cure

The Ovations for the Cure Foundation, a 501 (c) 3 not-for profit organization, is dedicated to the relentless pursuit of a cure for ovarian cancer in two critical ways: first by proliferating broad-spectrum awareness of ovarian cancer risk factors and its subtle warning signs; and second, through the continued support of new and ongoing ovarian cancer research and treatment initiatives. For more information about Ovations, please visit www.ovationsforthecure.org.

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