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# **SCREW CANCER.**

## **Helping people start the conversation**

SCREW CANCER. is giving people a voice through the introduction of a clothing and lifestyle brand of Gifts to Wear and Share benefiting young adults impacted by cancer.

**Baltimore MD / Waterloo ON Nov. 8, 2018:** Launched Today on INDIEGOGO.com, a unique SCREW CANCER. collection of well-designed gift and lifestyle products in the Jewelry, Hydration, Tools and Clothing category. An International partnership between non-profit, The Ulman Cancer Fund for Young Adults and Grappleworks a social good enterprise.



Two very powerful words joined together - SCREW CANCER - empowers cancer survivors, their family and friends, to unite together, inspiring conversations and encouraging social interaction, so no one feels helpless or alone.

Three (x3) time Cancer survivor Doug Ulman\* (former CEO of the LIVESTRONG Foundation and now CEO of Pelotonia) knows this helpless feeling all too well. Doug's Cancer experiences in his early 20s, provided the personal motivation for him and his family to launch The Ulman Cancer Fund for Young Adults to directly address the unique concerns youth face. This includes communication challenges and feelings of isolation and loneliness.

### **Comments by Young Adults on social media.**

"SCREW CANCER." It says something when you don't know what to say"

"It starts a conversation and ends a difficult or awkward moment."

"Ultimately, seeing my friend was challenging, but the fear of what to say was far worse."

"The launch of the 'SCREW CANCER.' lifestyle brand on Indiegogo.com galvanizes the need for a unique cause marketing brand that connects with a young adult demographic with the funds from the sale of the 'SCREW CANCER.' products directly supporting programs like our 1:1 patient navigation program." Brock Yesto, CEO, The Ulman Cancer Fund.

**SCREW CANCER**, is looking for your help to amplify its message through articles and stories with headlines like "Lost For Words – How to Start the Cancer Conversation", "Cancer doesn't care that it's Christmas" and "Every Friday is Black, when you have Cancer".

**About: The Ulman Cancer Fund for Young Adults**

A leading voice in the young adult cancer movement, it creates a community of support for young adults and their loved ones impacted by cancer, educates, connects and empowers young adult cancer survivors. Since inception in 1997, it has been working tirelessly at both the community level and with its national partners to raise awareness of the young adult cancer issue and ensure young adults and families impacted by cancer have a voice and the resources necessary to thrive.

[www.ulmanfund.com](http://www.ulmanfund.com)

**About: Doug Ulman**

Doug Ulman is the President & CEO of Pelotonia. Prior to joining Pelotonia, Doug led the LIVESTRONG Foundation and, with his family, founded the Ulman Cancer Fund for Young Adults. Doug has been honored with many accolades including twice being named on the 'NonProfit Times' Power & Influence Top 50 Non-Profit Executives list, and he was named CEO of the Year by Columbus CEO Magazine in 2017. Doug is a three-time cancer survivor, globally recognized cancer advocate and one of the country's most dynamic, inspirational young executives. \*Reference:

<https://www.huffingtonpost.com/author/doug-ulman>.

**About: Grappleworks**

Founded in 2016 with a mission to inspire generosity Grappleworks delivers unique gift giving experiences that give back. Its gifts start conversations and build memorable moments in an effort to eliminate a meaningless and wasteful gift exchange. It is an organization that cares about good design, almost as much as it cares for causes, and that is central to its innovative approach. Our products create moments for people to band together, inspiring groups, large and small, to connect through their shared experience, so the no one feels alone. <http://www.grappleworks.com/>

**LIVE Campaign ends December 15th, 2018 :** <https://www.indiegogo.com/projects/screw-cancer-gifts-to-wear-share/x/19585833#/>



**Team Diane. Celebrating the all clear after 1 year of treatment**

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