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Sidney Kimmel Cancer Center to Boost Revenue Through Support From E-Fundraising Mall

Coincides With National Breast Cancer Awareness Month

SAN DIEGO, Oct. 8 /PRNewswire-USNewswire/ -- The Sidney Kimmel Cancer Center (SKCC) has formed an alliance with Sparhawk Corporation to raise funds through a Sparhawk e-Fundraising Mall (<http://skcc.org/shop>).

Through this new alliance, supporters of SKCC can help raise funds for cancer research by initiating their online shopping at <http://skcc.org/shop>. The eMall has links to hundreds of major online retailers, including Amazon, Macy's, Barnes and Noble, Staples, and Home Depot. A percentage of every purchase made through the site is sent to SKCC, and shoppers pay the same price as if they had gone directly to the retailer.

"People shop online anyway," said Michael Harakal, President of Sparhawk. "By doing that same shopping by simply clicking through Sidney Kimmel Cancer Center's eMall, supporters can shop and contribute to a very important cause at the same time."

"The partnership with Sparhawk is helping us at a critical time," said Ann Siemens, SKCC's Vice President for Institutional Development. "Funding from the eMall helps our researchers convert research findings into clinically relevant therapies, an expensive process. We are working to launch six new clinical therapies over the next 18 months, starting with breast cancer."

October is National Breast Cancer Awareness Month, making this an especially important time for the eMall launch. There are 2.3 million women in the United States who are living with a breast cancer diagnosis. SKCC is projected to launch clinical trials for a new vaccine to combat recurrent breast cancer within the month.

The vaccine acts two ways to fight recurrent breast cancer. First, it boosts aged immune systems to a 30-year-old vitality level. Second, it sensitizes the bolstered immune system to breast cancer tumor markers for immune destruction and management, activating a cancer destruction and control regime that is not toxic to normal tissues.

Women with breast cancer do not have to face it alone, thanks to Web-based resources. The SKCC eMall generates funds for cancer research. In addition, patients and their loved ones are able to take a proactive role in treating their disease with the help of multiple online resources. These include sites for National Breast Cancer Awareness Month (http://www.nbcam.org/about_nbcam.cfm) and the San Diego County Cancer Navigator (<http://www.cancernavigator.org/>), which provide disease and treatment information as well as links to videos, clinical trials, and support organizations.

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