

**METAIVOR RESEARCH AND SUPPORT® LAUNCHES  
30% FOR 30% CAMPAIGN FOR METASTATIC BREAST CANCER.**

METAivor® Announced Today a New Campaign to Make Research and Support for Metastatic Breast Cancer Commensurate with the Prevalence of Disease

ANNAPOLIS, MD, October 8, 2011

Logo: (<http://www.metavior.org/>)

Today METAivor Research and Support launched its 30% for 30% Campaign in a concerted effort to improve longevity and quality of life for persons with metastatic breast cancer (MBC). The concept is simple: Since thirty percent of all breast cancer patients develop MBC -- a fatal condition, then 30% of breast cancer research funds and 30% of breast cancer support activities should be dedicated to MBC. At present, only 2% of breast cancer research funds go toward MBC research and support for the disease is rare.

"People do not realize that metastatic breast cancer is widespread and deadly, and that it strikes on whim and takes 41,000 American lives every year. Survivors think they are safe because they are 5 years out ... or were diagnosed early ... or were told they are 'cured', but MBC plays by its own rules." says METAivor President **CJ (Dian) Corneliussen-James**. "People diagnosed at stage 0 as well as 30-year survivors can and do metastasize. You feel great one day and the next day learn you have MBC. Your life can change that fast."

METAivor has led the way in showing what can be done at the grassroots level. An all volunteer, non-profit organization, METAivor was founded and is run largely by persons with MBC. Established in 2007 as a local (Annapolis MD) support program, the group began a fundraising campaign in 2008, became a non-profit organization in 2009, began awarding its own MBC research grants in 2010 and now, in 2011, is launching its 30% for 30% campaign to ensure research and support for metastatic breast cancer are commensurate with the prevalence of disease

To join METAivor's 30% for 30% Campaign go to [www.metavior.org](http://www.metavior.org).

Contacts for METAivor Research and Support®:

Kelly Lange 410-491-5760  
kelly.lange@jhu.edu

CJ (Dian) Corneliussen-James [410-353-3373](tel:410-353-3373)  
cj77@comcast.net

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