

Prosum Kicks Off Crowd Funding for Cancer Research

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RENO, Nev., Aug. 9, 2012 /PRNewswire/ -- Prosum Breast Cancer Research, Inc. announces a Crowd Funding financing project to jump start its first research project to build the "You Will Be the Cure" for early detection breast health awareness and research. "Our first awareness project focuses on communicating individual experiences of women to educate all about the value with early detection starting at age 20," says Dave Wertzberger, Executive Director.

"We believe early detection education is much more than statistics and technology—women are the cure. The collective experience of survivors needs to be shared. We are convinced the profiles of women who have 'been there and done that' will provide invaluable awareness for women of all ages to advance the cure starting with early detection," adds Cindy Lain, Community Affairs Director. "In addition, we see a number of early detection technologies coming to market and our goal is to confidentially involve volunteers with these technologies to improve device early detection usability and value," continues Wertzberger.

"Our Crowd Funding site at RocketHub.com provides one location to describe project goals and how individuals can support a new level of information for improving early detection and survival," says Wertzberger. "The Crowd Funding approach simplifies fund raising with contributions of \$10, or more, while engaging folks wherever there is an Internet connection," says Wertzberger.

Prosum's awareness project will collect video histories as well as personal profiles in preparation for an updated web site for those who wish to share their stories to be part of our "You Will Be the Cure" awareness and research on early detection. The fund raising goal is \$30,000. Any additional funds will be used to develop a confidential Breast Cancer History Database to improve early detection devices for positive change.

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