

CESARANI

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CESARANI LAUNCHES CAMPAIGN TO RAISE FUNDS FOR CARCINOID CANCER RESEARCH

All Proceeds from Sales of Specially Designed Bracelet Will Go Toward Finding a Cure

When award-winning American fashion designer Salvatore J. Cesarani lost his wife of nearly 50 years to carcinoid cancer in February, he knew he had to do something to educate the public about this relatively unknown disease. So he decided to do what he does best and create a one-of-a-kind, fine leather and chrome-plated bracelet that could serve as a catalyst for raising funds toward finding effective treatments and a cure.

“It’s pretty amazing to think that 7.6 million people die of cancer each year,” says Cesarani. “Just out of nowhere, it came into our lives and stole my wife Nancy away. You don’t really know what those 7.6 million people and their loved ones are going through until it affects you personally. For me, a cure for cancer – and carcinoid, in particular – cannot come soon enough.”

In a short video that he wrote and co-produced with filmmaker Robert Ipcar, Cesarani explains that the research conducted for carcinoid enables doctors and scientists to also uncover treatments for other, more common forms of cancer, such as breast cancer. Thus, this rare disease serves as a “research engine” for finding effective treatments and cures for people suffering from all forms of cancer.

“One hundred percent of the proceeds from my ‘N.M.C. – No More Cancer, Searching for a Cure’ bracelet will go toward supporting the work of the Caring for Carcinoid Foundation,” says Cesarani. “This organization has already made great strides by helping to support the discovery of new treatment options for carcinoid cancer patients that were recently approved by the FDA. That is a huge breakthrough, but there is still so much more work to be done!”

Both the film and passionately inspired bracelet are available on the CESARANI website at <http://www.cesarani.net/nmcourcause.html>, as well as the CESARANI Facebook page.

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For Twitter: CESARANI unveils unique bracelet to raise funds for carcinoid cancer research. Visit www.cesarani.com to learn more. #nomorecancer

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