

**UnlockingBrainTumors.org, Not For Profit Organization Formed to Increase Brain Tumor
Awareness and Fundraising, Launched by Former Business Leader**

HOLLAND, MI, September 17, 2007 - Stephen Coffman, a former business leader who left the human resources marketplace after being diagnosed with cancer, announced today the formation and launch of UnlockingBrianTumors.org, a Not for Profit dedicated to raising and distributing funds for the continued research into brain tumors. Brain tumors are one of the deadliest and costliest forms of cancer, but yet have much less awareness among the public, and face alarming underfunding that is available for research. UnlockingBrainTumors.org, a 501(c)3 public charity established by Mr. Coffman, has a simple model: it will partner with leading organizations to raise public awareness about brain tumors and to streamline the giving process, and it will then deliver funds directly to organizations who are have the ability to rapidly put the funds to work in research.

“Money we raise will go directly toward novel brain tumor research, exciting novel treatment targets and improved treatment choices. Together, we will help reignite existing research teams at top medical institutions that are under funded or have faced funding shutoff, thus stalling their research”, said Coffman. “Some of the nation’s most talented researchers and physicians are making strong progress in solving the brain tumor mystery, but have literally lost the funding needed to continue their work”. The organization notes that many established researchers are now turning to private foundations to access more funding, in turn making it difficult for junior investigators to access funds for initial data. Coffman points out that in addition to forestalling breakthroughs and cures, less research funding has also meant poorer patient outlooks and more expensive treatment and therapy options than other diseases.

The Musella Foundation For Brain Tumor Research & Information is the organization’s lead beneficiary. The Musella Foundation, based in Hewlett, NY and operated by Al Musella, is a non-profit organization dedicated to improving the quality of life and survival times for brain tumor

patients by using computer technology to index brain tumor clinical trials, streamline the flow of information, organize the brain tumor community and raise money for brain tumor research. It operates www.virtualtrials.com, and has worked tirelessly and successfully to bring attention to clinical trials, patient outcomes, research, letter writing campaigns for expanded treatment options, and a great many other contributions to the community. The Musella Foundation has filled crucial gaps in the brain tumor community through its funding innovative and creative research, with a special emphasis on research that complements, rather than duplicates, the research funded by the federal government. Says Musella, "I have many exciting brain tumor research proposals sitting on my desk waiting for funding, and I need help raising funds to get these project going. It is getting very hard for researchers to get funding for innovative projects, and this project will help significantly in that regard".

In addition to its lead beneficiary, UnlockingBrainTumors.org will also work closely with leading members of the brain tumor community, including The International Brain Tumour Alliance, The American Brain Tumor Association, The Brain Tumor Society, the National Brain Tumor Foundation, the Pediatric Brain Tumor Foundation and many others. Additionally, the organization will align with and enjoy support from leading experts in the field, from some of the nation's finest medical systems and comprehensive cancer centers.

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For More Information, Please Contact:

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