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PRESS RELEASE

UnlockingBrainTumors.org Collaborates With Brown Bag For a Cure To Support and Fund Pediatric Brain Tumor Research; \$10,000 Given Toward Fundraising Goal

HOLLAND, MI, July 8, 2008 – UnlockingBrainTumors.org, a Not for Profit dedicated to raising and distributing funds for the continued research into brain tumors, today announced it is collaborating with Brown Bag For a Cure, an organization dedicated to fundraising specifically for pediatric brain tumor research. As part of the collaboration, UnlockingBrainTumors.org will be making a \$10,000 donation to the Pediatric Brain Tumor Foundation (PBTfUS) this summer, with the donation contributing to an overall fundraising effort of \$25,000 by Brown Bag For A Cure for PBTfUS.

Since its formation in 2007, UnlockingBrainTumors.org has funded a variety of brain tumor research projects, and this will be its first donation specifically earmarked for pediatric brain tumor research. Later this summer, the organization is conducting its First Annual Charity Golf Tournament, the proceeds of which will also be dedicated to pediatric brain tumor research. The \$10,000 pledged to Brown Bag For A Cure was raised by John Coffman, Steve's brother, who led a local fundraising in the Coffman's hometown of Urbana, OH; the fundraising effort received considerable attention in the small town of Urbana, OH, including John's wife Shelly's pledge to make a 100-square quilt with the name of each individual or business that made a donation.

"This contribution we are making on behalf of pediatric brain tumor research is special in many ways", said Coffman. "It represents the combined gifts of many donors in my hometown, it is made in collaboration with a fellow not for profit member of the brain tumor community, and finally, it funds important research for the youngest victims and survivors of brain tumors". Coffman noted that Brown Bag For A Cure and UnlockingBrainTumors.org are also partners in a newly formed consortium of organizations and individuals called *United Front Against Brain Tumors (UFAB)* which is also being known as The Grey Ribbon Crusade (www.greyribboncrusade.org). The organization was formed with the goal of helping to pool resources, efforts and funding of the various members of the brain tumor community to leave a larger footprint in the battle against brain tumors.

About Brown Bag For A Cure - Brown Bag For A Cure was formed to raise funds for pediatric brain tumor research. While it works toward seeking 501(c)3 status, all funds are designated to the Pediatric Brain Tumor Foundation. The organization was built on a simple yet clever premise; that supporters can easily raise critical funds by asking friends, family co-workers and others to brown bag their lunch and donate what they would have spent on lunch out. You can learn more at www.brownbagforacure.org and www.brownbagforacure.blogspot.com.

About UnlockingBrainTumors.org - UnlockingBrainTumors.org is dedicated to raising funds to send directly to brain tumor research projects and researchers, and operates with extremely low overhead and focused efforts to maximize its contributions of research dollars. To date, it has raised nearly \$100,000 that it has contributed toward brain tumor research projects, and has arranged for additional funding it has directed to its beneficiaries including The Musella Foundation for Brain Tumor Information & 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.

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Unlocking A Mystery, Increasing Survival and Hope