

Solidea Medical Named a Semifinalist in LiveStrong's Big C Competition

Giving help & hope to all people who have lymphedema as a result of cancer treatments

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/EINPresswire.com/ -- Solidea Medical, founded by Sue Callison a breast cancer survivor, was selected as one of 168 semifinalists to move on to the second phase of the [LIVESTRONG Foundation's](#) inaugural [Big C competition](#), aiming to change the way the world lives with cancer.

Solidea Medical offers a unique solution for chronic lymphedema, a common life altering side effect from cancer treatments, and will now compete for one of the 20 spots in the contest's next round, the venture accelerator program.

"All 168 entries have the potential to be game changers in improving the lives of people affected by cancer now," said Heather Wajer, VP of marketing at the LIVESTRONG Foundation. "We're so thrilled with the quality of the entries and are lucky to have so many entrepreneurs interested in helping cancer patients, survivors and caregivers."

Solidea Medical takes on lymphedema, one of the most dreaded side effects of cancer treatments. Lymphedema can strike any cancer patient or survivor who has had surgery and/or radiation. It's a chronic progressive condition that if left untreated, can be disfiguring and disabling. There is no cure. Affected by lymphedema and struggling, Sue Callison went on a global search for a solution and stumbled on the discovery of a lifetime. Solidea of Italy offered a patented fabric technology unlike anything else available. Now, Solidea Medical offers this wearable, massaging compression garments to help slow down the progression and alleviate the swelling and discomfort associated with lymphedema.

The [Active Massage garments](#) help both the physical and emotional toll of lymphedema. Whether in active treatment or a survivor, these garments give freedom back and replace despair with hope. A true game changer!

Of the remaining ventures, 20 will move on to the venture accelerator phase from July 14-Sept. 15, where contestants will be paired with cancer survivors and business mentors to turn their



ideas into action. On Sept. 29, five finalists will be announced and flown to Austin, Texas, to present their innovations during the Ride for the Roses weekend, where the grand prize winner will be selected. Sixty ventures will receive a total of \$140,000 in seed funding and the grand prize winner will receive \$25,000.

About the LIVESTRONG Foundation

The LIVESTRONG Foundation fights to improve the lives of people affected by cancer now. Created in 1997, the Foundation is known for providing free cancer support services and advocating for policies that improve access to care and quality of life. Known for its powerful brand – LIVESTRONG – the Foundation has become a symbol of hope and inspiration around the world. Since its inception, the Foundation has served 2.5 million people affected by the disease and raised more than \$500 million to support cancer survivors. One of America's top non-profit organizations, the Foundation has been recognized by industry leaders including Charity Navigator, the National Health Council and the Better Business Bureau for its excellent governance, high standards and transparency. For more information, visit LIVESTRONG.org.

About Solidea Medical

Founded in January of 2010, Solidea Medical is dedicated to bringing help to others like Sue Callison who are stuck wearing compression garments on a regular basis. The company's mission is to provide state of the art compression garments to help cancer patients and survivors take control of their condition and give them the freedom to enjoy their lives again.

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