

Solidea Medical Accelerator Now in the Top 20 of LiveSTRONG Foundation's Big C Competition

Sue Callison, breast cancer survivor and founder of Solidea Medical goes from 1 of 750 competitors to the top 20 in Livestrong's Big C Competition.

WEST HARFORD, CT, USA, July 28, 2014 /EINPresswire.com/ -- Sue Callison, breast cancer survivor and founder of [Solidea Medical](#) goes from 1 of 750 competitors to the top 20 in Livestrong's Big C Competition. The story of how she got here is truly one of triumph over tragedy. Sue lost her father, mother and sister Kimberly to cancer. Kim's late stage diagnoses led to Sue getting tested for the BRCA II gene mutation. She tested positive and was shortly after diagnosed with breast cancer. She chose an aggressive approach to treatment. Sue elected to undergo a double mastectomy, hysterectomy, axillary node dissection and chemotherapy. Though this approach helped this young mother win her battle, one of the procedures, the axillary node dissection left her with something called [lymphedema](#), a condition that is all too common among cancer survivors.

Lymphedema is a condition in which swelling occurs after lymph nodes are removed or damaged from radiation. This news was devastating to Sue. She learn that lymphedema was a progressive condition, that if not managed can be disfiguring and disabling. Sue, like most who develop lymphedema was prescribed a compression garment to manage her condition. "When I put on my first ugly beige sleeve, not only did I feel self-conscious, but it actually made my condition worse, and no one really had an answer for what I could do." This lead to a global search for a solution, Sue came across Solidea, an Italian manufacturer. I discovered that one of their patented fabric technologies "[Active Massage](#)" – originally developed to combat cellulite – had incredible properties for reducing lymphedema. This innovative fabric worked like nothing else out there and completely gave me my life back! From this Solidea Medical was born.

The people at Livestrong's Big C have recognized Sue's passion and commitment to help other survivors in her situation regain control of their lives again. She hopes through the success of her company to be able to give back to the cancer community by starting a foundation to aid families who endure fanatical hard ship during their battle.

Along with over 750 other companies, Solidea Medical entered the Big C Competition to help change the lives of people dealing with cancer. Solidea Medical will now be vying for one of five spots in the contest's final round, competing to win \$25,000.

“The semifinalists represent revolutionary solutions to daily challenges faced by cancer survivors of all ages, races and nationalities,” said LIVESTRONG Foundation President and CEO Doug Ulman. “We’re excited to see the progress that these teams will make when paired with their mentors as they put the accelerator phase in motion and strive to improve the lives of people affected by cancer.”

The accelerator round entries are represented by projects from six countries on four continents and 10 states within the U.S. These ventures have presented viable solutions to the biggest challenges people affected by cancer face following a diagnosis, according to LIVESTRONG's research. The 20 entries will now be able to work with their mentors until Sept. 15 when judging will commence for five finalists to be announced on Sept. 29. These five finalists will be flown to Austin, Texas, to present their innovations during the Ride for the Roses weekend, where the grand-prize winner will be announced at a finale event to be held at Austin Music Hall. Overall, 60 ventures will receive a total of \$140,000 in seed funding based on their innovation's utility, ingenuity and benefits to cancer patients and survivors.

The global social innovation challenge began on World Cancer Day with more than 750 individuals and groups entering a project that aimed to solve daily issues faced by people affected by cancer through programs, services, technology and products.

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.

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.

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