

Prelude to a Cure Reveals New Brand and Website

*New Logo and Brand Messaging
Developed to Communicate Prelude to a
Cure's Mission*

TAMPA, FL, UNITED STATES, March 10, 2021 /EINPresswire.com/ -- [Prelude to a Cure](#), a non-profit organization based in Tampa, Florida has re-branded the organization with a new logo and brand messaging beginning the first quarter of 2021. The team at Prelude to a Cure (Prelude) worked closely with Doubletake Communications based in St Petersburg to develop the new logo and brand messaging to communicate the [mission of Prelude](#) more effectively. The new website officially launched March 1st and can be viewed at [P2aC.org](#)

“Prelude to a Cure is a driving force in lung cancer research, funding investigator-initiated research through [pilot and seed grants](#). We wanted our branding to reflect that message, said Debbie Ploor, Board Member of Prelude. “We now have a clean, upscaled look that graphically represents our connection to lungs and medicine. It truly is a breath of fresh air.”

Prelude to a Cure continues its mission to educate, spread awareness and raise funds for valuable research to work toward the ultimate goal - a cure. Lung cancer has been considered the “invisible cancer” due to the late onset of symptoms when the cancer is in advanced stages, low survival rate and lack of knowledge by the public. Currently it is the least federally funded of



The newly refreshed, rebranded logo of Prelude to a Cure



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**Lung Cancer
Isn't Just
A Smoker's
Disease**



WHAT IS PRELUDE TO A CURE?

VOLUNTEERS AND HEALTHCARE PROVIDERS, WORKING TOGETHER TO FUND INNOVATIVE LUNG CANCER RESEARCH

Prelude to a Cure is an all-volunteer, non-profit organization and a driving force in lung cancer research. We fund investigator-initiated research through seed grants, enabling early stage research that may provide potentially significant results that can move cancer research forward.



“The path to a cure is working with people who are collaborative and brave enough to search in unexpected places”
Dr. Lane Robinson

Prelude supports promising investigators as they pursue novel approaches to lung cancer research. These investigators might not otherwise find funding due to the challenges of traditional funding process. Prelude seed grants provide funding that can jump-start innovative ideas and early stage research.

We invite you to join us.

PRELUDE TO A CURE ENABLES BREAKTHROUGH RESEARCH

Prelude to a Cure works with an independent scientific review board that provides us with a recommendation after identifying innovative project theories. We identify promising researchers that might not otherwise find funding. Our approach is guided by a group of thoracic oncologists at the acclaimed Moffitt Cancer Center in Tampa Florida. Our board is comprised of medical professionals on staff at Moffitt Cancer Center and other prominent institutions working alongside a team of passionate volunteers that have been affected by lung cancer.

The new website made its debut this month along with a new URL - [P2aC.org](#)

the top cancers, yet is the leading cause of cancer deaths in the U.S.

About Prelude to a Cure:

Founded in 2012 by Moffitt Cancer Center's Dr. Lary Robinson, and nationally renowned thoracic researcher, Dr. Scott Antonia, Prelude to a Cure was created to become the driving force in funding lung cancer research. They believe that breakthroughs will come from this new generation of researchers. By funding investigator-initiated research through pilot and seed grants, Prelude to a Cure will help accelerate the pace of research for a cure. For more information or how you can get involved visit: <https://www.P2aC/org>

Debbie Floor

Prelude to a Cure

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