

Massive Bio Supports Cancer Associations

Massive Bio announced the launch of "Donation for Life," an awareness campaign to support cancer associations and foundations in the United States and Europe.

NEW YORK, USA, December 22, 2022 /EINPresswire.com/ -- [Massive Bio](#), which matches cancer patients to clinical trials of innovative new therapies, has launched "[Donation for Life](#)," a new awareness campaign that will support cancer associations and foundations in the United States and Europe. During the campaign, Massive Bio will select different organizations that support cancer patients to be recipients of donations. The campaign will continue for a year, with updates announced on Massive Bio's website and social media platforms. Massive Bio officials aim to provide thousands of donations by the end of 2023 and hope that "Donation for Life" will inspire other companies to support cancer associations and foundations.



"We believe cancer associations and foundations are vital in educating patients about cancer and specific aspects of the disease, such as participation in clinical trials. That's why we are partnering with these groups to provide them the financial and operational support to accelerate further and expand their efforts," said [Selin Kurnaz](#), chief executive officer and co-founder of Massive Bio. "The burden of cancer is so large that it can't be resolved by one organization, and our role is to be the glue to bring multiple stakeholders together to fight this unfortunate disease together, one patient at a time."

One of the biggest problems cancer patients face is difficulty making their voices heard, added Erkan Terzi, Massive Bio's chief marketing officer. "Foundations and associations are the most effective organizations working to protect patients' rights, make their voices heard all over the world, and support the struggle of patients to make treatments accessible," said Terzi.

"Moreover, these organizations rely heavily on volunteers and often have modest budgets. At Massive Bio, we continue to work to erase cancer from the map. In this way, it will always be our priority to support and collaborate with organizations working toward the same goal."

About Massive Bio

Massive Bio empowers cancer patients to find their best treatment options, providing convenient access and enrollment services for oncology clinical trials worldwide, powered by advanced artificial intelligence. Founded on the belief that all people should have equal access to leading-edge therapies, Massive Bio combines its best-in-class AI platform with expertise in genomics, engineering, and data analytics to remove the many barriers to cancer patient enrollment and participation in clinical trials. Headquartered in New York City, Massive Bio is a privately held company that operates in 12 countries.

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