

## **DANA ALEXA, OF VIRAL DANCE SENSATIONS "MATT & DANA," AND SOUND AFFECTS TEAM UP TO BEAT CANCER**

*YouTube stars and recently formed cancer nonprofit to present live showcase of independent musical artists at the Microsoft Flagship Store in New York*

Sound Affects utilizes an innovative crowdfunding model to support the advancement of cancer biotechnologies that promise to revolutionize treatment, but are at risk of never being realized due to lack of critical funding. Sound Affects works with the Small Business Innovative Research program at the National Cancer Institute to identify such breakthrough solutions for cancer.

Sound Affects crowdfunding approach involves partnership with independent musical artists who help raise awareness and funds for the cancer-fighting campaigns. Artists who align with Sound Affects are accessed through ReverbNation.

Sound Affects is teaming up with Dana Alexa of Matt & Dana to showcase independent artists at the Microsoft Flagship Store in New York (677 Fifth Ave.) on Wednesday, June 29, 2016, from 7-9:30pm.

Leading up to the event, Sound Affects partnered artists will compete for a chance to perform in front of a live audience at the event, using Sound Affects' crowd-funding model to raise money. Funds raised by artist support the development of a novel breast cancer diagnostic that helps women determine if their benign tumors will develop into breast cancer. Each year, about 40,000 women with benign tumors will later develop breast cancer. Currently there is no tool to identify who these women are so that prophylactic measures could be administered to save their life.

Dana Alexa, who can be seen in the most recent season of ABC's "The Amazing Race," will be the master of ceremonies and Dr. Mona Jhaveri, founder of Sound Affects, will present the organization's innovative approach to fighting the war on cancer.

Sound Affects ([www.soundaffects.org](http://www.soundaffects.org)) is a 501(c) 3 nonprofit organization dedicated to changing how the war on cancer is fought and financed. Through a crowdfunding platform, Sound Affects connects individuals who seek improved outcomes in cancer treatment and care with biotechnology entrepreneurs who are actively developing new technologies and solutions for combating cancer. With the support of independent and celebrity musical talents, we bring the power and passion of people and music together to raise funds.

National Cancer Institute (NCI) is committed to dramatically lessening the impact of cancer. Small Business Innovative Research (SBIR) program is NCI's engine of innovation for developing and commercializing novel technologies and products to prevent, diagnose, and treat cancer. Small businesses are a national resource for technological innovation and a mainstay of the economy. The SBIR program was created by Congress to strengthen the role of small, innovative companies in federally supported research and development.

ReverbNation helps millions of emerging artist build their careers by connecting Artists to venues, festivals, brands, publishers, labels and fans. ReverbNation's mission puts artists first. ReverbNation utilizes career management and online marketing tools, combined with A&R capabilities and broad industry relationships offer emerging artist from around the world access to the global music industry.

Event sponsors include WTRMLN WTR as the exclusive drink sponsor, Guitar Center as the exclusive music gear sponsor.

To schedule media interviews in advance of the event or for more information on Sound Affects, please contact:

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