

**PRESS RELEASE
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Contacts:

Triple SSS Entertainment, LLC

212-709-8252

triplessentertainment@gmail.com

Dr. Mona S. Jhaveri

mona@soundaffects.org

**Brooklyn Borough Hall presents
THE CANCER CULTURE: Why A Narrative Is Needed**

New York, NY – June 7, 2017: On June 10, 2017 at 2 PM Brooklyn Borough Hall in NY will host THE CANCER CULTURE: Why A Narrative Is Needed. This notable event will be moderated by the founder and executive director of the board at Sound Effects, Dr. Mona S. Jhaveri. Mona's mission is to build a more effective way to fund cancer research through public awareness. Her track record in the field is impressive from holding a doctorate in biochemistry from Bowman Gray School of Medicine of Wake Forest University to being granted the SPORE Fellowship Award for Breast Cancer Research at the Lombardi Cancer Center of Georgetown University.

Mona along with Brooklyn Borough Hall will stage this event to educate the public on this growing threat. She has joined forces with Triple SSS Entertainment, Jennifer Lee from Hot 97, Paul Howard (Manhattan Institute Center for Medical Progress), Ayla Annac (Pres. of Invivo Services), Doug Thiede (NYC Economic Development Corp.), Kareem Higgins (NFL player) and hosted by comedian Chris Grant. Mona along with this prestigious cast are looking to reach out to the public and develop a connection that will motivate them to become more involved with the need to better aide the fight against cancer.

"The valley of death is a wasteland that few Americans are aware of its existence, and yet is where thousands of great ideas go quietly to die, to the detriment of the public. Sound Affects is changing this. We are raising awareness and empowering people to directly support the development efforts of cancer solutions they care about."

Before giving birth to Sound Affects (<http://soundaffects.org/must-shift-strategy-war-cancer/>) Mona founded Foligo Therapeutics that was developed for the treatment of ovarian cancer. Even though the company closed its doors it did harness evidence of significant break-through. This is when Mona founded Sound Affects with a new approach in the war against the "Valley Of Death". This is an unprecedented event where never before have the patients, innovators and medical personnel as one are voicing their concerns collectively. It is a must see event that not only will focus on a worldwide threat but also feature entertainment by artists Leonardo Cavalli and Larry Edoff.

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