

# soundaffects

band together, fight cancer.

**\*\*FOR IMMEDIATE RELEASE\*\***

## Sound Affects charity to celebrate breast cancer campaign at fall mixer

Entertainment industry professionals, artists, media and guests are invited to mix and mingle in New York City.



**Oct. 2, 2014 - NEW YORK** -- Sound Affects Life, a charity that works with musical artists to support a ground-breaking, crowd funding platform, will be celebrating the launch of its newest campaign. Metastat, who is developing "a breast cancer diagnostic tool," will be joining the roster of companies that are taking steps towards beating cancer.

Sound Affects Life is unlike all other charities. As a substitute for funding cancer related research, they cross that bridge and fund the entrepreneurs who have done research and need assistance in bringing their research to life. The charity is fighting cancer on the front lines and working with artists, calling them their "torch," to light the path ahead.

Guests confirmed for attendance include two-time breast cancer survivor **Bershan Shaw**. Other guests include **Richard Pryor Jr.**, son of the late Richard Pryor. Sound Affects Life will also host musical artists that are featured on the platform include: **Jenna Rose, Carrie Lane, Say It! Say It!, Ricky Jarman, Esnavi**, and more!

Sound Affects Life is also excited to announce that **Antonia Bennett**, daughter of legendary singer Tony Bennett, will be the first artist to have the opportunity to support Metastat in their effort to end the war on cancer. Mona Jhaveri, the founder and Executive Director of Sound Affects is "so excited to make these announcements." She also says that she is "humbled that such a successful group of artists have supported us and actually want to make a change, or should I say make a Sound Affect."