

Media Contact:
Bradford Walton
213-234-1746
Nancy Fishgold
213-486-6546
WunderProjectPR@mww.com

**DOCTOR AND PATIENT JOIN FORCES TO LAUNCH DECADE-LONG MOVEMENT TO
FIND THE CURE FOR COLON CANCER**

The Wunder Project maps out a detailed research plan, calls on USC and international team of medical leaders to find the cure and aims to raise \$250 million in two years to ensure viability of success

Los Angeles (FEBRUARY 19, 2013) – In conjunction with March’s Colon Cancer Awareness Month, [The Wunder Project](#), an initiative with a clear mission of finding the cure for colon cancer, launches today.

Behind the movement is [Gloria Borges](#), a 31-year-old Stage IV colon cancer warrior, and her physician, [Dr. Heinz-Josef Lenz](#), Associate Director for Clinical Research and chair of GI Oncology program at the University of Southern California (USC) [Norris Comprehensive Cancer Center](#), as well as Co-Director of the USC [Center for Molecular Pathways and Drug Discovery](#). Together, the duo and their team are determined to raise \$250 million in a two-year fundraising campaign for colon cancer research, with a game-changing and methodical plan of finding a viable cure within 10 years.

“To change the fate of those stricken with colon cancer, it’s time we rethink how to approach the solution, and that’s what we’re doing here,” Borges said, of her inspiration behind the Project. “My life, and the lives of thousands of others, is literally on the line. We cannot back down until we raise every last cent, because starting with the cure to one form of cancer will have implications on cancer as a whole.”

Borges, a Stage IV colon cancer patient, was diagnosed in 2010 at the age of 28. She was given one year to live, but under the care of Lenz, Borges defied the odds and is continuing her fight today with continuous care and bi-monthly chemotherapy. A practicing lawyer at [O’Melveny & Myers, LLP](#), Borges knows how to take on a challenge. As a “warrior,” she will lead [The Wunder Project](#) movement using her business acumen and incredible passion to build partnerships and raise resources that will directly fund the research team’s efforts.

Spearheading the research, Lenz has gathered a team of the best medical researchers, doctors, international experts and other field leaders from across the world to commit their time to the cure. Lenz has laid out a detailed methodology to tackle this issue, coupled with the corresponding funds needed to spearhead each research milestone. The plan includes creating an annotated tumor bank to analyze and understand how colon cancer affects individualized patients, study tumor mutations and molecular pathways to find effective chemotherapy treatments for tumors at multiple stages, and finally, develop smarter treatments that get to the cure.

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“I have been researching colon cancer for over 20 years, and I’ve seen many patients lose the battle,” Lenz said of his time in the field. “The Wunder Project will make a difference because we know it’s scientifically possible. We have the tools, the research, the passion and a specific timeline to get to the cure.”

Known as one of the deadliest forms of cancer, colon cancer takes the lives of 50,000 Americans each year and leaves another 150,000 Americans with the toxic prognosis.

“Finding the cure for colon cancer will also help provide the blueprint for curing other types of cancer,” Borges said. “Everyday I tell myself the same thing – cancer, your time is up.”

To learn more about The Wunder Project and the detailed roadmap to the cure, or to get involved with the movement, visit TheWunderProject.org. Connect with The Wunder Project at [@WunderGlo](https://twitter.com/WunderGlo) #CancerYourTimeIsUp or [Facebook.com/TheWunderProject](https://www.facebook.com/TheWunderProject).

About The Wunder Project

The Wunder Project is a movement – a partnership between Gloria Borges, a Stage IV Colon Cancer warrior, and Dr. Heinz-Josef Lenz, a world-renowned doctor and clinical researcher, with a mission to cure colon cancer within 10 years. The movement will call upon corporate donors, grants and personal donations to raise \$250 million in a two-year fundraising campaign, with all funds going directly toward research in order to achieve the ultimate goal: finding a cure to colon cancer. For more information on the The Wunder Project, visit TheWunderProject.org and connect with The Wunder Project [@WunderGlo](https://twitter.com/WunderGlo) #CancerYourTimeIsUp and [Facebook.com/TheWunderProject](https://www.facebook.com/TheWunderProject).