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PRESS RELEASE

Announcement of WunderGlo Founder's Selfless Act in Final Day - Donation of \$100,000

CEO OF FOUNDATION SHARES AMAZING STORY OF DAUGHTER'S SELFLESSNESS AND HUMILITY

LOS ANGELES, CA -- Today, Becky Keller, CEO and Executive Director of The Wunder Project and mother to Gloria Borges released the following statement announcing Gloria's \$100,000 pledge to the Wunder Project. The donation, which Gloria pledged to the organization on her final day of life, will be donated to WunderGlo on the first anniversary of Gloria's death.

Below is the full statement from Becky Keller:

When Gloria was brainstorming The Wunder Project in late 2012, she knew that she wanted to launch this campaign with a bang. She wanted to create a professional video detailing her goals, launch a national media campaign, and debut a new web site. To financially accomplish this, she reached out to her closest friends, family, and most devout supporters. She personally asked each one of them if they could stand behind her with a \$5,000/annual "angel investment" for this amazing project. She used that term because she saw The Wunder Project as a new movement that would need this seed investment to really grow. These supporters were making an investment in Gloria, in her brilliant idea, and in this new campaign to help both fund and find the cure for colon cancer. She planned to use these funds for the operational overhead of the Foundation, so that she could publicly advertise that 100% of all donations would go directly to research for the cure. She was very proud of this strategy, and by keeping the organization lean, she Was AND we Still ARE able to operate in accordance with that bold goal.

During our beautiful Gloria's last full day of life, she amazed us all once again. Remaining steadfast to her nature, selflessly thinking of others, during Gloria's final 24 hours of life, she pledged \$100,000 of her own money to The Wunder Project. Gloria did this knowing full well that these actions could not save her own life, but that they would surely save the lives of her fellow cancer warriors who are currently in the trenches, as well as those of warriors to come. She knew that her actions would one day help to cure the world of cancer and would save millions of precious lives.

We can't think of a better use of this money than to dedicate it to becoming the formal name of her Angel Investor's idea: funding that will continue to be used for the operational costs of the Foundation so that The Wunder Project can continue to advertise that 100% of funds raised

go directly to research for the cure. In her honor, we are proud to announce: "The Gloria Borges Angel Fund". All of our current Angel Investors are now members of this elite group.

Today, January 5, 2015, on the one-year anniversary of Gloria's eternal journey to heaven, the incredible and selfless \$100,000 pledge that was made one year ago (on January 4, 2014) by Gloria Borges, her funds are being deposited into the Gloria Borges Angel Fund of The Wunder Project.

ABOUT THE WUNDER PROJECT

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. In handing over the reins of Gloria's foundation to her mother Becky Keller, Becky is now heartily leading the charge and continues the foundation's important mission. 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 Gloria Borges WunderGlo Foundation and its capital campaign The Wunder Project, visit TheWunderProject.org, Wunderglofoundation.org and connect on Twitter with The Wunder Project @WunderGlo #CancerYourTimeIsUp and [Facebook.com/TheWunderProject](https://www.facebook.com/TheWunderProject).*

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