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Press Release

The Gloria Borges WunderGlo Foundation Invests Half Million to Cure Colon Cancer on Founder's Birthday

THE WUNDERGLO FOUNDATION DONATES TO USC NORRIS COMPREHENSIVE CANCER CENTER

LOS ANGELES, CA -- Today, the Gloria Borges WunderGlo Foundation's capital campaign known as The Wunder Project, donated half a million dollars to the USC Norris Comprehensive Cancer Center on the 33rd birthday of the project's founder, Gloria Borges who passed away this January after her long fight with stage IV colon cancer. The half a million dollars was presented to USC Norris Comprehensive Cancer Center in an effort to find a cure for colon cancer, the third deadliest cancer in the United States, in 10 years.

"Gloria was a true cancer warrior," **said Heinz-Josef Lenz, M.D., Professor of Medicine and Preventive Medicine at the Keck School of Medicine of USC and a world-renowned physician and clinical researcher at the USC Norris Comprehensive Cancer Center.** "When we originally partnered together to find a cure for colon cancer she knew her fight would not be easy, but believed that the WunderGlo Foundation could make a difference by finding a cure. We know that a cure for this deadly cancer is possible and this contribution to our research and work is greatly appreciated and instrumental."

"This half a million dollars is a milestone for our young foundation and a beginning for the Wunder Project in its partnership with USC to find a cure for colon cancer" **said Becky Keller, President and Executive Director of The Wunder Project and mother of Gloria Borges.** "Gloria's brilliant and accomplished life continues to shine-through in the work she did, the love she gave, and the boundless energy that she exemplified through it all. I'm honored to carry on Gloria's great legacy and it is my immense pleasure to deliver this check today as part of WunderGlo's commitment to Dr. Heinz-Josef Lenz and the USC Norris Comprehensive Cancer Center's efforts to find a cure for colorectal cancer. We can and will find a cure together."

"We are extremely grateful for the support of the WunderGlo Foundation," **said Stephen B. Gruber, M.D., Ph.D., Director of USC Norris Comprehensive Cancer Center.** "Colorectal cancer is the second leading cause of cancer-related death for both men and women. With this generous donation, the foundation is helping Dr. Lenz and our other colon cancer researchers to change that sobering statistic."

The half a million dollars donated to Dr. Lenz and the USC Norris Comprehensive Cancer Center today is part of an ongoing campaign by the Gloria Borges' WunderGlo Foundation to raise \$250 million dollars for colon cancer research, with a game changing and methodical plan for finding a viable cure within 10 years. Colon cancer is one of the deadliest cancers and takes the lives of over 50,000 Americans each year.

To learn more about Gloria Borges WunderGlo Foundation and The Wunder Project's detailed roadmap to the cure, or to get involved with the movement, visit TheWunderProject.org and thewunderglofoundation.org. Connect with The Wunder Project at [@WunderGlo](https://twitter.com/WunderGlo) [#CancerYourTimelsUp](https://www.facebook.com/TheWunderProject) or [Facebook.com/TheWunderProject](https://www.facebook.com/TheWunderProject) or email Becky at becky@wunderglofoundation.org.

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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 with The Wunder Project [@WunderGlo](https://twitter.com/WunderGlo) [#CancerYourTimelsUp](https://www.facebook.com/TheWunderProject) and [Facebook.com/TheWunderProject](https://www.facebook.com/TheWunderProject).*

ABOUT USC NORRIS COMPREHENSIVE CANCER CENTER

USC Norris Comprehensive Cancer Center has been leading the fight to make cancer a disease of the past. As one of the eight original comprehensive cancer centers in the United States, its mission is to treat and prevent cancer by advancing and integrating education, research, and personalized patient care. For more than 40 years, USC Norris has been revolutionizing cancer research with innovative surgical techniques and novel cancer treatments. The cancer center's breakthroughs and discoveries in the field of epigenetics have led the way to a greater understanding of the underlying causes of cancer and new methods of prevention, detection, and treatment. With a multidisciplinary team of more than 250 dedicated scientists and physicians, USC Norris Comprehensive Cancer Center offers patients hope in the battle against cancer.