



## ABOUT LUNGEVITY FOUNDATION

**LUNGEvity has had strong ties to the north shore community** since it was founded 14 years ago by seven Chicago-area lung cancer patients. After learning they had few treatment options and that lung cancer research was grossly underfunded, they were determined to provoke change, and did so -- all while fighting for their lives. Only one of the founders survives today, but their legacy lives on in the strides that LUNGEvity is making in changing the course of lung cancer.

**The mission of LUNGEvity Foundation** is to have an immediate impact on increasing quality of life and survivorship of people with lung cancer by accelerating research into early detection and more effective treatments, as well as providing community, support, and education for all those affected by the disease.

## ABOUT LUNG CANCER

- Lung cancer is the leading cause of cancer death, taking more lives than breast, prostate and colorectal cancers *combined*
- 1 in 14 Americans is diagnosed with lung cancer in their lifetime
- Only 17% of all people diagnosed with lung cancer will survive 5 years or more
- About 65% of all new lung cancer diagnoses are among people who have never smoked or are former smokers
- While \$26,400 is spent on federal research funding per breast cancer death, \$13,400 per prostate cancer death, and \$6,800 per colon cancer death – only \$1,400 is spent per lung cancer death, and the private funding gap is even greater.



## ABOUT BREATHE DEEP NORTH SHORE

The Fourth Annual **Breathe Deep North Shore** will be held on **Sunday, April 26, 2015 at Deerfield High School** to support LUNGEvity Foundation and the **fight against lung cancer**. This 5K fun-run, 2-mile walk and balloon launch provides community for those who want to make a difference in the fight against lung cancer and gives those affected by the disease a place to share, hope and heal, as it raises awareness and funds for critical research. Last year **1,600 participants gathered for a fun and meaningful morning and raised over \$225,000** for lung cancer research. In addition to individual donations/fundraising, many local businesses showed their support as sponsors and 18 northern suburbs proclaimed Breathe Deep North Shore Day. We hope for even greater success in 2015.