



FOR IMMEDIATE RELEASE

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F Cancer! Steven Singer Jewelers and the Elvis Duran Morning Show cut a giant for cancer research!

Philadelphia, PA: Elvis Duran and the Morning Show worked with Steven Singer Jewelers to design a Hello Lady pin to raise money for the American Association for Cancer Research this past fall. Thursday, December 6th, Steven Singer revealed live on air that \$5,000 was raised for the organization. To encourage additional fundraising, he doubled the donation personally to \$10,000. Without missing a beat, Elvis Duran announced that he would double that donation to \$20,000.

Steven expressed his gratitude throughout the show, "Everyone has known someone affected by this ugly disease. This is a cause very close to my heart and I'm honored to be able to work with the Elvis Duran and the Morning Show on such a worthy cause. Elvis Duran is not just a personality, but a genuine person who truly cares. I am so proud to be a partner of the show!"

Additionally, Steven has committed to sell the pins throughout the entire year while not only donating the profits, but 100% of the proceeds of the pins to the American Association for Cancer Research. The Hello Lady pins can be purchased at ihatestevensinger.com for only \$10.

About Steven Singer Jewelers

Steven Singer Jewelers is one of the largest single store national independent jewelers in the country. With 4 decades on Philadelphia's historic Jewelers Row, Steven has been an innovator of the jewelry industry with his maverick marketing efforts including the I Hate Steven Singer Campaign. More information at www.IHateStevenSinger.com

American Association for Cancer Research (AACR)

Founded in 1907, the American Association for Cancer Research (AACR) is the world's first and largest professional organization dedicated to advancing cancer research and its mission to prevent and cure cancer. AACR membership includes more than 37,000 laboratory, translational, and clinical researchers; population scientists; other health care professionals; and patient advocates residing in 108 countries. The AACR marshals

the full spectrum of expertise of the cancer community to accelerate progress in the prevention, biology, diagnosis, and treatment of cancer by annually convening more than 30 conferences and educational workshops, the largest of which is the AACR Annual Meeting with nearly 21,900 attendees. In addition, the AACR publishes eight prestigious, peer-reviewed scientific journals and a magazine for cancer survivors, patients, and their caregivers. The AACR funds meritorious research directly as well as in cooperation with numerous cancer organizations. As the Scientific Partner of Stand Up To Cancer, the AACR provides expert peer review, grants administration, and scientific oversight of team science and individual investigator grants in cancer research that have the potential for near-term patient benefit. The AACR actively communicates with legislators and other policymakers about the value of cancer research and related biomedical science in saving lives from cancer. For more information about the AACR, visit www.AACRFoundation.org.

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