

# soundaffects

band together, fight cancer.

**\*\*FOR IMMEDIATE RELEASE\*\***

Sound Affects held an exciting Charity Brunch last Sunday at the elegant New York Central Park penthouse home of Pamela Morgan. This opportunity brought together a wide array of individuals to discuss innovative ways of improving the health care system around cancer research. Keynote speakers featured Sound Affects Founder Dr. Mona Jhaveri and Poliwoog CEO Greg Simon. Dr. Jhaveri's discussion was focused around the current 'cancer ecosystem' and the bottlenecks to progress for advancing breakthrough solutions for cancer. She stated, "Sound Affects is changing this. Our mission is to increase the pipeline of promising breakthroughs so that more medicines will make it to those in need." Sound Affects has a unique crowd-funding model that capitalizes on the power and passion of independent musical artists to raise awareness and funds for Sound Affects cancer-fighting campaigns. Dr. Jhaveri launched Sound Affects based upon challenges she faced with the cancer funding gap, known as The Valley of Death, when she founded biotechnology company Foligo Therapeutics, Inc.

Greg Simon spoke about how the public must shift its view on health completely. He stated, "Most of us view our health as a cost, not as an asset. Yet our greatest asset is our health because without our health, all other assets have less value." Poliwoog is a financial services company that expands investment opportunities in the life sciences. It divides the health sector into its natural vertical sub-sectors and creates financial products that enable individuals and institutions to directly invest in health areas they care about. Mr. Simon was the co-founder with Mike Milken of FasterCures and was the Chief Domestic Policy Advisor to Vice President Al Gore in the White House.

The event was hosted by Cedra Pharmacy. Mazen Karnaby founded Cedra Pharmacy as the antidote to the modern pharmacy. Where others are corporate and transactional, Cedra Pharmacy is specialized, personal and cutting edge. The event was documented by renowned photographer, G Leslie Manlove of Escape on Earth Photography. The event gallery can be viewed [HERE](#).