



Facing Hereditary Cancer EMPOWERED

PRESS RELEASE

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FOR IMMEDIATE RELEASE

FORCE Expands to Provide Support for Anyone Impacted by Hereditary Cancer

Portfolio now includes BRCA, ATM, PALB2, CHEK2, PTEN and other inherited gene mutations, as well as those diagnosed with Lynch syndrome

Tampa, FL (October 1, 2020) – As it celebrates its 21st anniversary, Facing Our Risk of Cancer Empowered (FORCE) announced that it has rebranded in an effort to better reflect its support for all individuals and families facing adult-onset hereditary cancer. In the last two decades, FORCE has become the leader in providing up-to-date, expert-reviewed information and resources, guiding critical research and policy issues that impact the hereditary cancer community and creating a supportive community that ensures no one faces hereditary cancer alone. With the evolving research on cancer genetics, FORCE has grown to support the millions who are affected by an inherited gene mutation linked to hereditary breast, ovarian, pancreatic, prostate, colorectal, endometrial and other cancers.

“FORCE was born out of my personal experience with a BRCA2 mutation,” said Sue Friedman, FORCE founder and Executive Director. “Today, genetic testing can look for mutations in dozens of genes associated with many different hereditary cancers. FORCE has evolved to help *all* who have been diagnosed, or who are at high risk, navigate a confusing and often frightening journey.”

As many as 90% of the millions of people who have a gene mutation predisposing them to hereditary cancer are unaware of their risk. Not having this potentially life-saving information means that they are unaware of new treatment options and other steps they can take to protect their health. They are also unaware of the



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risks to their loved ones. Hereditary cancers can be passed down from mothers and fathers to daughters and sons, affecting current and future generations.

FORCE strives to ensure that those at increased risk for hereditary cancers — a community known as “previvors” — are aware of the steps they can take to protect their health. At the same time, the organization helps people diagnosed with cancer make decisions about genetic testing and learn if they may benefit from new treatment options or targeted therapies.

By raising awareness and providing access to the most current information and resources, FORCE helps people make informed decisions related to hereditary cancer. Through its robust community of peers and professionals, the organization ensures that no one has to face hereditary cancer alone. In addition, FORCE is a strong advocate for greater awareness, access to care, research and, ultimately, a cure.

“Our mission has always been to ensure that no one in our community ever faces this risk alone,” said Barbara Pfeiffer, FORCE CEO. “While there are many cancers and many mutations, we strive to be the one community for everyone who is impacted by hereditary cancer.”

About FORCE

FORCE improves the lives of the millions of individuals and families facing hereditary breast, ovarian, pancreatic, prostate, colorectal and endometrial cancers. Our community includes people with a BRCA, ATM, PALB2, CHEK2, PTEN or other inherited gene mutation and those diagnosed with Lynch syndrome. We are dedicated to providing up-to-date, expert-reviewed information and resources that help people make informed medical decisions. Our strong, supportive community of peers and professionals ensures no one must face hereditary cancer alone. FORCE serves as a champion, unifying the community and advocating for awareness, access to care, and better treatment and prevention options.

For more information, visit FORCE’s website at www.FacingOurRisk.org.

