



### ***For Immediate Release***

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### ***IVDiagnostics – Raising awareness for Cancer Research***

**West Lafayette** – IVDiagnostics, an Indiana biomedical diagnostic company recently co-sponsored the Purdue 5K Cancer Challenge, and together with Yurbuds™, a company based in St. Louis, is helping to raise \$1 million for the Susan G. Komen foundation.

The Purdue 5K Challenge is an annual event that began three years with the mission of providing funds for cancer research at Purdue University.

"Elizabeth Steurer, Director of Donor Relations, at the Purdue University Center for Cancer Research noted the "importance of research Purdue is doing in this area, and how co-sponsors such as IVDiagnostics make a difference by not only supporting the Purdue Challenge, but by doing independent research and development on biomedical diagnostics for metastatic cancer."

Seth Burgett, CEO of Yurbuds™, was extremely pleased to collaborate with IVDiagnostics in support of the Purdue 5K Challenge. He stated that "the more we can do to raise awareness for the need to support raise funds for cancer research around the country, the better chance we will have for finding a cure. Companies like IVDiagnostics can improve the quality of life for our generation, we have a social responsibility to support their efforts". Mr. Burgett also acknowledged IVDiagnostics for recently being awarded the Olin Cup by the Skandalaris Foundation for its life science business plan.

IVDiagnostics, a Purdue Research Park company, was formed to develop and market more effective diagnostic tools for oncologists and pathologists. With the ability to monitor circulating tumor cells, physicians will be able to determine better prognosis of blood-borne diseases, and thus save lives. For additional information on the company visit: [www.ivdiagnostics.com](http://www.ivdiagnostics.com).

For additional information on raising funds together with Yurtopia, visit: [www.yurbuds4life.org](http://www.yurbuds4life.org).

*Photo caption: Frank Szczepanski, CEO IVDiagnostics; Beth Steurer, Purdue Director; Tom Szczepanski, Director IVDiagnostics at the Purdue 5K Cancer Challenge.*