

# **Novartis teams up with actress, producer and activist Eva Longoria to launch Kiss This 4 MBC™ to generate research funding and support for the metastatic breast cancer community**

Sep 14, 2017

- - Kiss This 4 MBC goes beyond raising awareness of metastatic breast cancer to generate an increase in public support and research funds for the estimated 155,000 people living with this disease in the United States<sup>1</sup>
- - The Metastatic Breast Cancer Network (MBCN) and METAvivor will receive a donation from Novartis to fund metastatic breast cancer research for each social media post using the hashtag #KissThis4MBC
- - Up to 1 in 3 people diagnosed with early-stage breast cancer will ultimately develop metastatic disease, a currently incurable form of breast cancer that has spread from the breast to other parts of the body<sup>2,3</sup>

EAST HANOVER, N.J., Sept. 14, 2017 /PRNewswire/ -- Novartis is teaming up with actress, producer and activist Eva Longoria to launch Kiss This 4 MBC™, a new initiative to increase much-needed research funds and support for the metastatic breast cancer (MBC) community. Approximately 155,000 people in the US are living with metastatic breast cancer, a form of cancer that has spread from the breast to other parts of the body, such as the brain, bones or liver<sup>1,3</sup>. Despite many treatment advancements, there is still no cure for metastatic breast cancer.

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The pink ribbon breast cancer movement has been very successful at generating awareness and support for early-stage breast cancer prevention, detection and treatment. Kiss This 4 MBC aims to help bring an increased level of attention to metastatic breast cancer, the community and the unique needs of the people living with this devastating disease. Kiss This 4 MBC goes beyond raising awareness and encourages the public to take action by posting a BOOMERANG® or selfie on social media that tells metastatic breast cancer to "Kiss This!"

"I was drawn to this initiative because the message is simple and powerful, encouraging people to take action to provide meaningful support for people living with metastatic breast cancer," said Eva Longoria, whose sister had an early, treatable form of breast cancer. "My sister thankfully is in remission from her breast cancer, but I know the statistics and there is a risk that it could come back and become metastatic. So this is personal to me. I want to help ignite our collective voices to drive change and raise money for this community that so urgently needs to be supported, recognized and heard."

For every post using the hashtag #KissThis4MBC shared publicly on social media, Novartis will donate \$10 to the Metastatic Breast Cancer Network (MBCN) and METAvivor, two patient-driven advocacy organizations dedicated to supporting research for people living with metastatic breast cancer. The goal is to generate at least \$200,000 that will directly fund metastatic breast cancer research. Individuals can also make their own

donations to various metastatic breast cancer organizations, including MBCN and METAvivor, through the organizations' websites.

"There remains a significant unmet need in metastatic breast cancer as this devastating disease claims the lives of an estimated 110 people a day in the United States," said Bill Hinshaw, Executive Vice President and Head, US, Novartis Oncology. "For more than 25 years, Novartis has been focused on developing innovative treatments and support programs for people living with breast cancer. Our hope is that Kiss This 4 MBC helps rally broad public support for this community."

Kiss This 4 MBC launches this week with a live event in New York City's Washington Square Park on Friday, September 15 from 10:00 am to 3:00 pm. The public will be invited to learn more about metastatic breast cancer and take a photo to share on their social channels with the hashtag #KissThis4MBC, triggering a donation to MBCN and METAvivor. Eva Longoria will surprise some event attendees by "photo bombing" their selfies, and sharing inspirational stories from metastatic breast cancer patients whom she met with recently to better understand their unique concerns and experiences.

"We're honored to be a part of this campaign with Novartis because, at its core, Kiss This 4 MBC ties directly to one of MBCN's key tenets, which is to advocate for focused research to find more targeted therapies to treat metastatic breast cancer. We need to lengthen and improve the quality of life for patients and make metastatic breast cancer a more manageable disease that people can live with for many years," said Shirley Mertz, President, MBCN.

"The majority of funds raised for breast cancer research go to early-stage breast cancer. This is why we've joined the Kiss This 4 MBC initiative to bring increased attention to metastatic breast cancer and increase research funding that will hopefully one day make this terminal disease a manageable illness," shared Beth Fairchild, President, METAvivor.

The Metastatic Breast Cancer Network, a national, patient-led organization, works to raise awareness of metastatic breast cancer within the breast cancer community and public. MBCN encourages women and men living with the disease to raise their voices to demand support, resources and more research for metastatic disease. MBCN provides education and information to metastatic people and their caregivers. Education, support and advocacy resources are available at [www.mbcn.org](http://www.mbcn.org).

METAvivor Research and Support Inc. is a volunteer-led, non-profit organization founded by metastatic breast cancer patients. METAvivor raises awareness of metastatic breast cancer, provides support for people living with this disease and offers many opportunities for others to help make a difference for the metastatic community. 100% of all donations made to METAvivor go to fund critical research that will lead to advances in treatment options, quality of life and survival for patients diagnosed with metastatic breast cancer. For more information, go to [www.METAvivor.org](http://www.METAvivor.org).

#### About Novartis in Breast Cancer

Novartis is at the forefront of driving scientific advancements for breast cancer patients and improving clinical practice in collaboration with the breast cancer community. With one of the most diverse breast cancer pipelines and the largest number of breast cancer compounds in development, Novartis leads the industry in discovery of new therapies and combinations, especially in HR+ advanced or metastatic breast cancer, the most common form of the disease.

#### About Novartis

Located in East Hanover, NJ Novartis Pharmaceuticals Corporation is an affiliate of Novartis which provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-

saving generic and biosimilar pharmaceuticals and eye care. Novartis has leading positions globally in each of these areas. In 2016, the Group achieved net sales of USD 48.5 billion, while R&D throughout the Group amounted to approximately USD 9.0 billion. Novartis Group companies employ approximately 119,000 full-time-equivalent associates. Novartis products are sold in approximately 155 countries around the world. For more information, please visit <http://www.novartis.com>.

Novartis is on Twitter. Sign up to follow @Novartis at <http://twitter.com/novartis> and @Novartis Cancer at <http://twitter.com/novartiscancer>.

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For questions about the site or required registration, please contact [media.relations@novartis.com](mailto:media.relations@novartis.com).

## References

1. Mariotto A, et al. Estimation of the Number of Women Living with Metastatic Breast Cancer in the United States. *Cancer Epidemiology and Prevention Biomarkers* 26.6 (2017): 809-815.
2. O'Shaughnessy J. Extending survival with chemotherapy in metastatic breast cancer. *The Oncologist*. 2005;10 (Suppl 3): 20-29.
3. American Cancer Society. Stages of Breast Cancer. Available at <https://www.cancer.org/cancer/breast-cancer/understanding-a-breast-cancer-diagnosis/stages-of-breast-cancer.html> (link is external). Accessed July 6, 2017.

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### List of links present in page

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4. <http://www.metavivor.org/>
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8. <http://www.novartis.com/news/media-library>
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