



**PRESS RELEASE**  
January 24, 2011

**For more information contact:**  
Melissa Ballard Sullivan  
Public Affairs and Marketing  
[603-663-2983/mballardsullivan@elliott-hs.org](mailto:603-663-2983/mballardsullivan@elliott-hs.org)

## **ELLIOT LAUNCHES FACEBOOK APPLICATION TO SPREAD HOPE**

**Manchester, NH---**Cancer touches our lives daily either directly through our own diagnosis or indirectly through a loved one's brave battle. This year over 500,000 Americans will die of cancer and more than 1,500,000 cases will be diagnosed. Education, information and medical treatment are all essential in the fight against cancer but the most valuable tool in the fight is HOPE.

"At the Elliot Regional Cancer Center, we treat cancer with state-of-the-art technology using the latest techniques and the most advanced equipment available including linear accelerators, stereotactic radiosurgery units, radiation implant devices and intra-operative radiation instruments. But clinical research has shown us that in addition to receiving the best technology available, patients can impact their outcomes through diet, exercise and most importantly by having a positive support network," said Michael Keyes, Director of the Elliot Regional Cancer Center.

"It's the tenacity of the human spirit, HOPE that really can make a difference for some patients. Knowing this we've created a fun and meaningful way to spread HOPE across the internet," added Keyes.

The Elliot Regional Cancer Center has partnered with wedü and Focalcast Media to create a social media opportunity that brings support and hope to those fighting the disease and an opportunity to honor loved ones who have fought that battle. Facebook users are invited to tell their story about cancer by going to <http://apps.facebook.com/hopeishere>. Here, they will be able to select a colored ribbon and pin it to their Facebook wall then share the application with Facebook friends.

The application also provides Facebook users with an opportunity to make a donation to the Mary & John Elliot Foundation. The Mary & John Elliot Foundation is a not-for-profit charitable organization created to provide financial support to the various needs of Elliot Health System. Community support paves the way for life-saving equipment, research, programs and education for patients of The Elliot Regional Cancer Center.

The application design and development was provided by wedü, located in Manchester, NH. Focalcast Media, Londonderry designed the ribbon icon and Elliot Regional Cancer Center's new logo which is displayed in the application.

*Elliot Health System is the largest provider of comprehensive healthcare services in Southern New Hampshire, the cornerstone of which is Elliot Hospital, a 296-bed acute care facility and the first community hospital in the state. Elliot is home to Manchester's designated Regional Trauma Center, a Level 3 Newborn Intensive Care Unit, Elliot Physician Network, the Elliot Senior Health Center, Visiting Nurse Association of Manchester and Southern New Hampshire, Elliot 1-Day Surgery Center, Elliot Breast Health Center and Elliot Regional Cancer Center. For more information on any of Elliot's services, call ELLIOT ON-CALL at 663-4567.*

**-more-**

## **Elliot/Facebook/2**

### **About wedü**

wedü (twitter: @weduinc) is an award winning, full service advertising agency. Core services include; brand promotion, strategy, public relations, creative, experiential marketing, internet based marketing, website design, multimedia and internet based applications. wedü is a proven leader in providing online marketing initiatives through website design and development. Other interactive services include; e-commerce, targeted e-mail marketing, search engine optimization and web hosting. wedü was named 2009 and 2010 Best Advertising Agency and Best Web Developer by New Hampshire Business Review. wedü is also a past recipient of numerous Summit International, MarCom International and Hermes Creative Awards.

### **About Focalcast Media**

Founded in 2003, FocalCast Media, LLC is an award winning full-service marketing firm specializing in branding, marketing strategy, graphic design, website design, cross-channel marketing, video production and digital signage. With offices in both Londonderry and Gilford, NH, FocalCast Media services clients throughout New England. [www.FocalCastMedia.com](http://www.FocalCastMedia.com)

###