

The Lime Project

<http://www.limeproject.org>

Press Release

FOR IMMEDIATE RELEASE

New York, USA, / Los Angeles, USA, / London, UK - November 6, 2006

The **Lime Project** (www.limeproject.org), a fundraising mission for a Hodgkin's Lymphoma patient named Heather, today announced its launch. Lime Project 2007 calendars are currently available for pre-sale on an individual or bulk basis both domestically and internationally.

About the project

Created by New York designer Avril Korman, The Lime Project is a charitable organization whose sole purpose is to raise money for Heather's medical treatments. From the Lime Project team:

We don't know who makes these decisions, but the support ribbon color for Hodgkin's Lymphoma is lime green. Conveniently, this is one of Heather's favorite colors. "LimeSuckers" came about because well... pretty much everyone was suckered into the idea that the group of us should produce and sell calendars to benefit Heather.

Not just any calendars..."naked" calendars. Tastefully done, of course, but still. Cheesecake sells.

We hope we can sucker you in too, and all of us together can help Heather not only get well, but get well without the panic of impending financial collapse. All costs involved in producing this calendar are being donated. 100% of all monies collected go directly to Heather, into her account.

We love you, Heather. Get well. That's all we care about.

About Heather

Heather is a 34-year-old woman from upstate New York. She's funny and smart and incredibly talented. She owns her own pottery business and makes all of her stock by hand. She's a wonderful friend, has two adorable cats, and can knit a mean sweater.

Just a few days after Christmas of 2005, Heather went to an appointment with an Ear-Nose-Throat doctor. She'd had a nagging bronchial cough for over 6 months. Complaining to her doctors didn't get her very far, they told her she had acid reflux. Though Heather had never had such a condition in her life, that didn't seem to make much of a dent in the diagnosis. She finally complained enough that the doctors ordered the x-rays, but also insisted that she go to ENT to have her throat looked at, to prove the cough was due to damage from reflux.

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When the ENT doctor showed Heather the x-ray, there was a 13 centimeter mass behind her left lung.

The predictable flurry of tests found that she had Hodgkin's Lymphoma and Heather was started on chemotherapy as fast as the doctors could manage it. That probably saved her life. Unfortunately, she has no prescription coverage on her medical insurance and because she is working, she doesn't qualify for government aid. The medications that will keep her alive physically are going to kill her financially.

About Hodgkin's Lymphoma

Hodgkin's disease - also known as Hodgkin's lymphoma - is an uncommon cancer of the lymphatic system.

In Hodgkin's disease, cells in the lymphatic system grow abnormally and may spread beyond the lymphatic system. As Hodgkin's disease progresses, it compromises your body's ability to fight infection.

Hodgkin's disease most commonly affects people between the ages of 15 and 40 and people older than age 55. It is the rarer of the two common types of cancers of the lymphatic system. In the United States in 2004 there were about 7,880 new cases of Hodgkin's disease, compared with 54,320 new cases of non-Hodgkin's lymphoma.

Each year, about 1,300 Americans die of Hodgkin's disease. However, advances in diagnosis, staging and treatment of Hodgkin's disease have helped to make this once uniformly fatal disease highly treatable with the potential for full recovery.

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