

Cancerfacts.com names first chairman of its new National Consumer Advisory Council

Seattle, Wash. — **cancerfacts.com**, the premier provider of online decision support services for cancer communities, has formed a National Consumer Advisory Council and appointed Michael Samuelson, chairman emeritus for The National Center for Health Promotion (NCHP), the first chairman of the Council.

"cancerfacts.com has had the benefit of an exceptional, nationwide medical advisory board," said Max Lyon, president and CEO. "Now, with the formation of the National Consumer Advisory Council, we've added a consumer component that will ensure that we are offering cancer patients the resources they need to make informed decisions on their disease."

NCAC advances the mission of cancerfacts.com by providing a forum for a diverse group of non-medical people – most of whom have faced cancer themselves – to recommend the type of products, services and information about cancer that is most highly valued and easily understood by people facing cancer.

Samuelson co-founded NCHP and for 20 years directed its development into an international leader in the design and delivery of health management programs and instructor materials. Highly respected throughout much of the world for his health advice, Samuelson is a sought-after speaker and author. As a cancer survivor, he knows the importance of medical self-responsibility, early detection and early intervention. These experiences and skills will bring the newly formed National Consumer Advisory Council into early and favorable prominence among lay and medical communities.

Now that the leadership role has been filled, the Council is focusing its efforts on filling the remaining council seats. Its nationwide search is focusing on people with multiple talents, skills, interests, ages, and backgrounds. While most will have/had cancer, one or two will not.

"A Council filled with people who understand cancer and all its implications from a variety of viewpoints will help us fulfill our mission," says Lyon.

cancerfacts.com is located at 1700 Westlake Ave. North, Suite 100, Seattle, Wash. 98109. The telephone number is 206-270-0225, fax is 206-270-0229. The company's web site is www.cancerfacts.com.