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### **Bite Me Cancer Unveils New Logo at Its Second Annual Investors Breakfast**

**Fairfax, Va., March 31-** Bite Me Cancer, a national nonprofit that supports teenagers who have all types of cancer and funds thyroid cancer research, unveiled its new logo this morning during its second annual Investors Breakfast held at its headquarters in the Fair Lakes Area of Fairfax.

The foundation's name was conceived by its founder Nikki Ferraro in 2010, just one week after her own thyroid cancer diagnosis when she decided to lead a Relay for Life team for the American Cancer Society. Ferraro led the design of the group's first logo.

"In our new logo, the exclamation point more clearly emphasizes the power and attitude of "Bite Me" especially with the simplified sleek bite mark," said Ferraro. "We chose green as our primary color as it represents life, renewal, harmony, balance, growth and energy", she said.

The new logo was designed by a team of volunteers and a design firm (Red Thinking) who offered pro bono services. The new logo is part of a broader rebranding effort by Bite Me Cancer which includes a redesigned Website launching in April.

"With the changes in technology and in design over the five plus years the foundation has existed we realized that we needed to modernize in order to better serve our core constituency and more effectively deliver our message to clients and supporters," said Sharon Ferraro, Nikki's mother who sits on the foundation's board and co-chairs the Communications Committee. Visitors to [www.bitemecancer.org](http://www.bitemecancer.org) can now interact using any mobile device, platform or search engine.

In addition to the new logo's unveiling, Nikki Ferraro spoke about Bite Me Cancer's 2016 goals and activities at the Investors Breakfast which was held to update current sponsors and potential new donors. Bite Me Cancer's 2015 annual report can be downloaded at [www.bitemecancer.org](http://www.bitemecancer.org).

Bite Me Cancer provides support, encouragement and understanding for teen cancer patients primarily through its Bite Me Teen Bag project. Since the program's launch in June 2012, Bite Me Cancer has distributed 2,400 Teen Support Bags to patients in 70 hospitals in 29 states and in the District of Columbia. Bite Me Cancer has also raised more than \$170,000 to fund three thyroid cancer research grants in the last three years. The group plans to fund a fourth grant in 2016.