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FOR IMMEDIATE RELEASE

Two Indiana organizations team up to fight breast cancer in a new way

Komen Central Indiana launches peer-to-peer website with WhatFriendsDo to help local patients

INDIANAPOLIS – When a loved one is diagnosed with breast cancer, many people *want* to help, but don't know how. That's why Susan G. Komen Central Indiana teamed up with Indianapolis company WhatFriendsDo to create a new peer-to-peer online network, More Than Friends.

[More Than Friends](#) is a collaboration between two local organizations dedicated to battling breast cancer and making the cancer journey a little more bearable for the patient and their loved ones.

The website launches in March 2017 to provide ways for existing friends to support each other during critical times of need, while also facilitating new connections between local breast cancer patients and Komen Central Indiana volunteers who want to lend a hand.

“In our world, pink is much more than a color. It represents the impact each person is making in the fight against the most frequently diagnosed cancer in the world,” said Natalie Sutton, executive director of Komen Central Indiana. “Through this initiative, we are eager to deepen our impact in the communities we serve and directly touch the lives of breast cancer patients who are beloved sisters, wives, mothers, coworkers and friends.”

It's free to use More Than Friends, from creating a support network to joining an existing network. From there, the user can access a variety of tools, including:

- A calendar to help users organize practical tasks, like meal delivery, errands, transportation, child care and more, making it easier to fit helping a loved one into a hectic schedule
- A “Help Registry” that allows users to build wish lists of items needed during a cancer journey
- A “Leave a Note” feature that allows members of a support network to send encouraging messages
- A blog and photo video board that cancer patients can use to let their network know about their progress. It can be exhausting to keep everyone updated through a cancer journey, and this feature streamlines the process.

The site also features daily tips and a personal concierge service to provide expertise to those going through an event and the people who want to help them in a meaningful way. Learn about other features on the [How It Works page](#).

Aimee Kandrac, founder and CEO of WhatFriendsDo, says she and her core team were inspired to create the online platform after banding together to help a close friend with a devastating cancer diagnosis. The experience of rallying around their friend and working together to deliver meals, provide family support and take care of chores, Kandrac said, illustrated the power of a collective purpose and the need for a single organizing space that combines functions like scheduling, fundraising and communication.

“WhatFriendsDo is like that super-organized sister or friend who coordinates the group response, assessing what’s needed, defining ways people can help, organizing support and keeping everyone informed and updated so that they get involved early and stay engaged every step of the way — because that’s what friends do,” Kandrac said.

This partnership comes at an ideal time, as Komen Central Indiana and Susan G. Komen take on the challenge to save more lives. Komen announced a [bold goal](#) in September 2016 to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026.

While the More Than Friends website may not directly save lives, the service goes a long way in improving the quality of care for breast cancer patients. Research shows people who have a strong social support network tend to recover more quickly and have lower hospital readmission rates.

About Susan G. Komen® and Komen Central Indiana

In the fight to end breast cancer, we are central Indiana’s locally led and empowered affiliate of Susan G. Komen®—a global organization whose name is synonymous with the cause. Susan G. Komen is the world’s largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Susan G. Komen Central Indiana works locally to improve outcomes for those facing breast cancer throughout 41 counties in central Indiana. Local dollars also serve beyond our community as they fund a significant portion of the best breast cancer research around the world. For more information, call 317-638-2873 or visit komentcentralindiana.org.

About WhatFriendsDo

WhatFriendsDo is committed to empowering friends, families, colleagues, faith and healthcare communities to come together online to provide meaningful, coordinated support to loved ones facing life-changing events. Recognizing that life is complicated and daily lives are often full, our powerful social platform is designed to simplify the process of “what friends do” whether the friend-in-need lives next door, across the country or on the other side of the world.