

Press release v.2.2 10/13/05

Contacts:

Frank Halden, Founder	Bill Werely	Shawn Tester
Quilt4Cancer.org	Raven Ridge Designs	I.R.O.C. Inc.
PO Box 32, Craftsbury VT 05826	Craftsbury Common VT 05827	PO Box 558, Derby VT 05829
(802) 586 2267	(802) 586 9912	(802) 334 8511
Frank@quilt4cancer.org	ravenridge@direcway.com	stester@orleansrecreation.org

FOR RELEASE: November 1, 2005

Man Makes Quilt to Help Find a Cure Cancer

*Vermont widower launches Quilt4Cancer.org to raise funds, awareness for cancer research and education;
Sets ambitious goal of \$25 Million for first project, an Internet quilt raffle*

Craftsbury, Vt and Derby, Vt. November 1st, 2005 – Quilt4Cancer.org, whose objective is to "eliminate the tragedy of cancer in our lifetime," was officially launched today at an event in Derby, Vermont.

An advocacy, education and fundraising organization focused on providing support in the fight against cancer, quilt4cancer.org also announced its first fund raising project: A Web-based raffle of a hand-crafted quilt created by organization founder and cancer widower, Frank Halden, of Craftsbury, Vermont.

After the death of his wife, Hallie-Jo Collins in 2003, Halden worked through his grieving process by creating a quilt – a craft he had learned from her. Usually while watching NFL Football, Halden completed the quilt, called "Indian Puzzle," over the course of 5 months. During that same period of time, approximately 250,000 more people in the United States had died of cancer.

Halden realized through making of the quilt that some good had to come from his family's loss. He decided to set out on a project to raise money and awareness in the fight against cancer using a medium whose reach was as broad as cancer itself, the Internet. With the help of a not-for-profit sports facility, I.R.O.C. in Derby, Vermont, where he referees indoor soccer, Halden created quilt4cancer.org Starting November 1, 2005 raffle tickets can be purchased on quilt4cancer.org for a price of \$25.00 each. The drawing will take place on April 30, 2006.

A native of New York City, Halden has lived in rural Vermont since 1978, where he has been a salesman for agricultural equipment and feed products. Halden and his wife raised their family in the picturesque town of Craftsbury, where Hallie-Jo primarily worked at home and pursued quilting and sewing as a hobby and as a small business.

"Nothing gave Hallie-Jo more pleasure than crafting quilts, and her creations are a part of many families in

New England and beyond," said Frank Halden, founder of quilt4cancer.org, "While creating this quilt was therapeutic for me, unless I can bring greater good, its value will be diminished."

Halden and his supporters hope to make the raffle an annual event and to explore ways to use the quilt metaphor to further support cancer research and education. Chief among Halden's goals is to work to educate young people about the health risks of smoking.

"Like so many in our generation, my wife smoked her entire life and there's no doubt in my mind that smoking is what killed her," Halden said. "Lung cancer is just one of the fronts in this battle against cancer and we plan to use this organization to help educate young people about the risks of smoking in hopes that they never start."

NOTE TO EDITORS: Photos of the quilt are available at www.quilt4cancer.org

About quilt4cancer.org

quilt4cancer.org is a non-profit organization whose mission is to eliminate the tragedy of cancer in our lifetime. This will be achieved by raising funds for cancer research, raising awareness as to how big an enemy cancer is, educating young people about the risks of smoking and promote creative fund raising projects in communities across the United States and Canada. For more information visit, quilt4cancer.org.