Breast Cancer Patients Take Center Stage in AnaOno at Project Cancerland’s 3rd Annual New York Fashion Week Show to Benefit Metavivor

*Models Walk the Runway to Shatter Preconceived Notions of What Living with Metastatic Breast Cancer Looks Like*

NEW YORK (PRWEB) January 18, 2019 -- The runway is getting more inclusive thanks to AnaOno, a lingerie line designed for breast cancer patients. In its third year at NYFW, in partnership with non-profit Project #Cancerland benefiting Metavivor, all runway models are currently living with metastatic breast cancer (MBC).

“I founded AnaOno after my own diagnosis at 27. My body changed, my life changed, I thought cancer would be a blimp on the radar. But it isn’t. Many of our models in years past, since the launch of AO in 2014, have lost their lives to metastatic breast cancer. They were living loudly and fully till their last days. This runway will change the way we see breast cancer, we will shine a light on those living with metastatic disease, and that our beauty, identity and sexuality will not be defined by our diagnosis. We are proud to dress these strong and empowered people once again at NYFW.

Of the 1 in 8 women who will be diagnosed with breast cancer in their lifetime, 30% of those will have a recurrence of what is known as metastatic breast cancer, for which there is currently no cure. MBC is when the cancer spreads outside of the breast - usually to the brain, lungs, liver or bones. While the breast cancer spotlight typically highlights pink ribbons and products, MBC research and education is largely underfunded. In the US, only 2-5% of all cancer research funds are dedicated to metastatic research.

With recent advances in MBC research from non-profits like Metavivor, the median survival is now 18-33 months - but we must do better. The goal is for research is to render metastatic breast cancer a chronic disease instead of a life-threatening one.

“No one dies from a lump in their breast,” says Beth Fairchild, President of Metavivor. "While all of us continue to honor the legacy of my dear friend, and #Cancerland founder, Champagne Joy, and all the others we’ve lost along the way, we would be doing them a terrible disservice if we did not take this opportunity to educate the world. Breast cancer is not life threatening until the cancer spreads beyond the breast, and it’s this advanced stage of breast cancer that receives the least amount of focus or research dollars, that is the message we’re trying to hit home. On February 10th, we show the world that you can live a fulfilled life, not just with cancer, but in spite of cancer. For every model walking and everyone living their best life while facing this diagnosis, no matter the outcome, they’ve already won.”

The inspiration for this year’s show came from the #ThisIsMBC Elements Project with runway sponsor Eisai. Please join us on Sunday, February 10, 2019 at the Angel Orensanz Foundation event venue at 127 Norfolk Street in Manhattan. Tickets on sale now! New this year, please consider a $50 donation to Metavivor that will sponsor a ticket for a breast cancer patient to attend the show in New York. Follow along on social media #NotJustOne.

About AnaOno:
AnaOno designs intimate and loungewear solutions for those affected by breast cancer. After founder, Dana Donofree, discovered her lump at the age of 27, she was thrust into a world that was not built for her. After
many excruciating visits to specialty stores, lingerie department, and the dreaded mastectomy shop, she knew she didn’t have a choice but to take her fashion design experience and background and apply to those just like her. Today, AnaOno’s designs support those with mastectomies, reconstructive surgeries, breast surgeries, and other chronic issues that cause pain and discomfort. The collection is available on AnaOno.com and in SOMA stores nationwide. Dana believes that no one affected by breast cancer needs to go through it alone, and how impactful the breast cancer community can be. Together with AnaOno, you are Never Alone.
www.AnaOno.com Social Media: @AnaOnoIntimates

About METAivovor:
METAivovor is a 501(c)(3) non-profit organization founded by metastatic breast cancer (MBC) patients in 2009. In 2018, Project #Cancerland merged with METAivovor becoming an integral part of the overall mission. Cancerland will continue to operate as a media and outreach organization under the umbrella of METAivovor. The focus of the organization is to fund critical research that will lead to advances in treatment options, quality of life and survival for patients diagnosed with MBC. Since 2009, METAivovor has awarded 68 research grants totaling over $7 million. METAivovor is the only national organization with a peer-reviewed grant program aimed at exclusively funding MBC research, and 100% of all donations go to fund research. METAivovor also raises awareness of MBC, provides support for people living with this disease, and has recently been featured on Good Morning America. Visit us at www.METAvivor.org, click here to support MBC-specific clinical research, and follow us on Facebook, Twitter and Instagram

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