

# MEDIA KIT

## Dr. Hadiyah-Nicole Green

Nationally Renowned Physicist, Cancer Researcher and  
Founder of the Ora Lee Smith Cancer Research Foundation



***“We are on  
the brink  
of a cancer  
revolution.”***



Hadiyah-Nicole Green, Ph.D.  
Founder

Ora Lee  
Smith

Cancer  
Research  
Foundation





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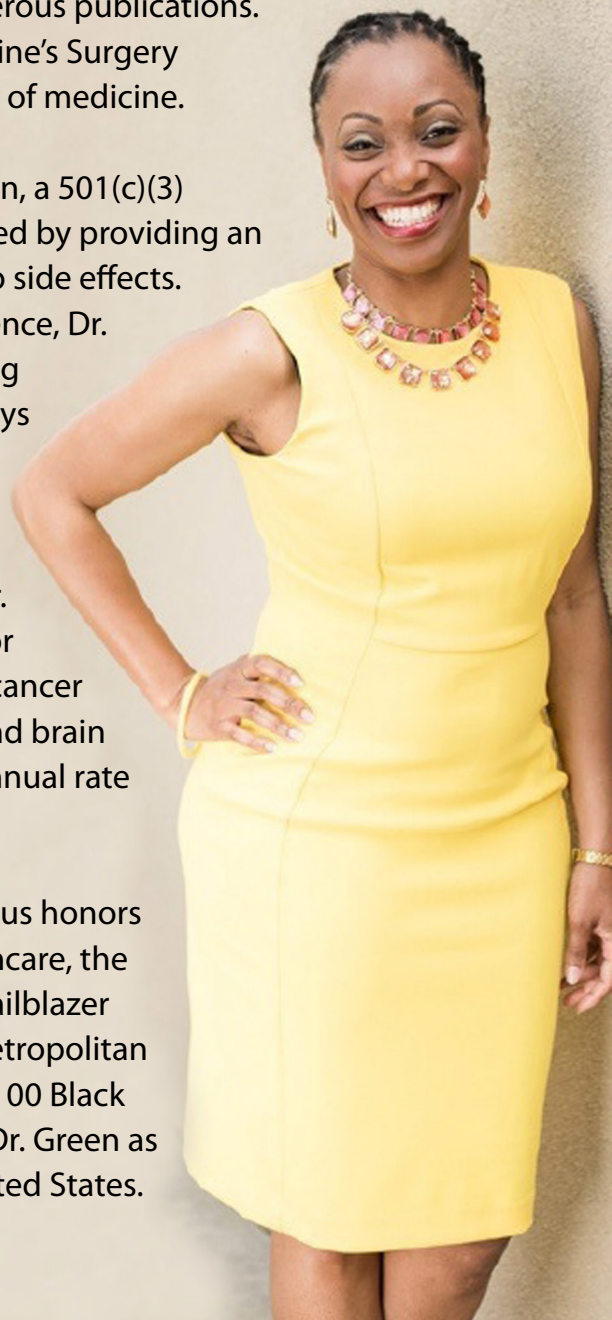


# ABOUT **Dr. Hadiyah-Nicole GREEN**

With a Ph.D. in Physics from the University of Alabama at Birmingham, Dr. Hadiyah-Nicole Green, a proud member of Delta Sigma Theta Sorority, Inc. and former Miss Alabama A&M University (2002-2003), holds the distinction of being one of the first African-American women to earn a Ph.D. in Physics. With professional expertise in nanotechnology, immunotherapy, and precision medicine, Dr. Green is the recipient of a \$1.1 million grant from the U.S. Department of Veterans Affairs, and has been highlighted as a STEM pioneer by numerous publications. As part of the teaching faculty at Morehouse School of Medicine's Surgery Department, Dr. Green is an influencer of the next generation of medicine.

By establishing the Ora Lee Smith Cancer Research Foundation, a 501(c)(3) non-profit, Dr. Green hopes to change the way cancer is treated by providing an effective, accessible, and affordable treatment with little to no side effects. With more than ten years of interdisciplinary research experience, Dr. Green has developed a cutting edge cancer treatment utilizing lasers and nanotechnology to kill cancer cells in mice in 15 days after a single 10-minute treatment with no observable side effects. Additionally, she has developed a 4-in-1 platform for early detection, imaging, targeting, and selective treatment of head and neck cancers. With indisputable research data, Dr. Green and her foundation are on a mission to raise funding for human clinical trials and demonstrate efficacy in a variety of cancer models, including skin, lung, prostate, feminine, colorectal, and brain cancers; all with the vision to drastically reduce the current annual rate of 8.8 million worldwide deaths caused by cancer.

For her groundbreaking work, Dr. Green has received numerous honors including the 2019 Business Insider Top 30 Under 40 in Healthcare, the BETher Breast Cancer Awareness Award, the Distinguished Trailblazer Award by The National Coalition of 100 Black Women, Inc., Metropolitan Atlanta Chapter, and the Trailblazer of the Year Award by the 100 Black Men of America, Inc. The Root and Ebony magazines named Dr. Green as one of the "100 Most Influential African Americans" in the United States.





*One of the first  
African-American  
women to earn a  
Ph.D. in Physics*



**DR. HADIYAH-NICOLE GREEN**

Founder of the Ora Lee Smith  
Cancer Research Foundation



# BACKSTORY

Approximately **14.1 million** new people are diagnosed with cancer each year, and **8.8 million** people worldwide die from it. **This war on cancer is not about statistics: it's personal for me.**

At 22 years old, I became the primary caregiver to my aunt and uncle, Ora Lee Smith and General Lee Smith, who were the only parents I knew. She told me she would rather die than experience the side effects of chemotherapy and radiation. He went to the brink of death, experiencing a 150-pound weight loss, long-term diarrhea, and skin disfiguration. I witnessed the horrors of both cancer and cancer treatments, and I knew there had to be a better way.

In memory of my loved ones, I developed a cancer treatment with no observable side effects and founded a nonprofit foundation to keep that treatment affordable and accessible for all. What continues to motivate me are the cries for help when someone receives a terrifying diagnosis or when they're told "there is nothing else we can do." With the technology I developed, there is something we can do—and with funding, we can begin human trials and save lives.





## HIGHLIGHTS ABOUT DR. HADIYAH-NICOLE GREEN



One of the first  
African American  
women to earn a  
Ph.D. in Physics

\$1.1 million grant,  
Dept. of Veterans  
Affairs to develop  
cancer therapies

Professor,  
Morehouse  
School of  
Medicine, Dept.  
of Surgery

Top  
Secret Security  
Clearance for  
Dept. of Defense

One of 100 most  
influential African  
Americans in the US  
by *EBONY* Magazine  
and *The Root*

Top 30 Under  
40 in Health Care  
by *Business Insider*

Inventor of patent-pending  
**Laser-Activated NanoTherapy (LANT)**  
that completely eliminates tumors  
in laboratory mice in 15 days  
after a single

Research Scientist,  
Department of  
Veterans Affairs

10-minute  
treatment,  
without any  
observable  
side effects

Founder,  
Ora Lee Smith  
Cancer Research  
Foundation



## FEATURED IN:

The New York Times

Forbes  
ESSENCE

BET★ H  
HISTORY

NEWSONE

HUFF  
POST

CBS

BLACK  
ENTERPRISE

NBC



More than **14 million**  
views on Facebook for NewsOne  
Now with Roland Martin  
Television Interview

AL.com

EBONY

The Huntsville Times

ATLANTA BLACK STAR

upscale

the TOM JOYNER  
morning show

NEW Pittsburgh Courier  
powered by Real Times Media

ST. LOUIS AMERICAN

SB StyleBlueprint

apt  
ALABAMA PUBLIC TELEVISION

APS  
physics

THE ROOT

HBCU DIGEST

the Rocky  
Smiley SHOW

BLACK WALL STREET  
OFFICIAL

## FEATURED VIDEOS

### MEDIA SPOTLIGHTS



Dr. Hadiyah-Nicole Green 2018 BETH  
Breast Cancer Awareness Award



Dr. Hadiyah-Nicole Green Uses Lasers to  
Fight Cancer – History NOW



"Curing Cancer"  
Dr. Hadiyah Green interviews with  
Roland Martin, TVOne



# AWARDS & HONORS



- 2019** Top 30 Under 40 in Healthcare, named by Business Insider
- 2018** BET Her Cancer Advocate of the Year Award, Breast Cancer Awareness Campaign, BET Television Station, Online and Social Media Channels
- 2018** Professional Achievement in Industry Award, Women of Color in STEM, Career Communications Group, Inc., Detroit, MI
- 2018** Women of Power Honor, named by Black Enterprise Magazine as one of 25 Black Women Who are Changing the World
- 2018** STEM's New Guard, named by Essence Magazine as one of 15 Women Who Are Paving the Way and Paying it Forward
- 2017** Unseen Stars Honor, featured on the ceiling of Grand Central Station as one of 12 women leaders in science, sponsored by General Electric, New York, New York
- 2017** National Trailblazer of the Year Award, 100 Black Men of America, Inc., New Orleans, Louisiana
- 2017** Black History Achievement Award, Berean SDA Church, Atlanta, Georgia
- 2016** Power100, named by EBONY Magazine as one of the 100 most influential African Americans in the United States, Los Angeles, California
- 2016** The Root 100, named by The Root Magazine as one of the 100 most influential African Americans leaders in the United States, New York, New York
- 2016** Distinguished Trailblazer Award, The National Coalition of 100 Black Women, Metropolitan Atlanta Chapter, Atlanta, Georgia
- 2016** Research Advocate of the Year Award, Southern Company, Washington, D.C.
- 2016** National Historic Icon Award, City of Selma, Selma, Alabama

## **PATENT:**

**H. N. Green**, Mirov SB, Rosenthal EL, Castellanos PC, Martyskhin DV: Photothermal Nanostructures in Tumor Therapy. Provisional patent filed in March 2012, Full patent application filed in March 2013. Pub. No.: US 20130261444A1. Pending.





# OUR ANSWER TO CANCER

With more than 10 years of interdisciplinary research experience, Dr. Hadiyah-Nicole Green invented a Laser-Activated NanoTherapy (LANT) to target and destroy cancerous cells

while preserving healthy cells. Using lasers and nanotechnology, this patent-pending therapy has been proven to completely eliminate tumors in laboratory mice in just 15 days after a SINGLE 10-MINUTE treatment – without any observable side effects.

BEFORE LANT



DAY 3



DAY 9



DAY 15



Published in *Int J Nanomedicine* vol. 9 5093-102. 5 Nov. 2014

- ~100% tumor regression in 15 days
- A single 10-minute laser treatment
- No observable side effects

This treatment is designed as a multi-cancer platform therapy and has implications for a variety of solid tumor types, including breast, prostate, skin, colorectal, brain, and a variety of inoperable, chemo-resistant cancers. We are ready to begin human clinical trials and obtain FDA approval, with the support of our team of oncologists.

***OraLee.org***



# ABOUT THE ORA LEE SMITH CANCER RESEARCH FOUNDATION



Dr. Hadiyah-Nicole Green founded the Ora Lee Smith Cancer Research Foundation in honor of her late aunt, Ora Lee Smith. This foundation is on a mission to change the way cancer is treated and reduce cancer-patient suffering by providing care that is accessible, affordable, and effective.

Our goal is to bring our new, physics-inspired medical advancement out of the laboratory and into humans while ensuring it remains affordable and accessible for all. To accomplish our goals, the Ora Lee Smith Cancer Research Foundation uses a 501(c)(3) nonprofit business model and tax-deductible donations to raise funds to cover the costs of FDA approval and human clinical trials.

## OUR MISSION

To change the way cancer is treated and reduce cancer-patient suffering by providing care that is accessible, affordable and effective.

## OUR VISION

We envision  
a world  
where cancer is  
defeated

## OUR LOGO

The **Lavender Color** symbolizes love, devotion and purity.

Our logo, the **Ora Lee Flower**, is a symbolic showcase of our fundamental values combining

**Lavender Ribbons**  
bringing awareness to All Cancers  
and

**Lavender Flowers** representing  
soothing, medicinal healings.





# ORA LEE SMITH CANCER RESEARCH FOUNDATION HIGHLIGHTS COLLABORATIONS AND PARTNERSHIPS

- Awarded \$1.1 million by the Department of Veteran Affairs to develop cancer therapies
- Agreement with the 7th largest US healthcare system, Navicent Health, to host first human clinical trials
- First non-profit member in the state of Georgia's tech incubator, the Advanced Technology Development Center (ATDC)
- Member of The Center for Disruption & Innovation
- Bestowed full suite of legal services by Bryan Cave Leighton Paisner LLP Law Firm
- Guidestar - Gold Member 501(c)(3) nonprofit status in good standing with the IRS
- Grant Recipient (Gmail, Salesforce, Amazon, Google)
- National Institute of Health/National Cancer Institute Grant - \$10,000 for developing cancer therapies

## MEMBER OF THE FOLLOWING CORPORATE GIVING AND EMPLOYEE MATCH PROGRAMS:





A smiling woman with dark dreadlocks, wearing a white lab coat, is working in a dental or medical laboratory. She is looking through a large, circular, out-of-focus lens or microscope. In the background, there are several yellow test tubes in a rack and other laboratory equipment. The text "Top 30 Under 40 in Healthcare" is overlaid on the left side of the image.

## *Top 30 Under 40 in Healthcare*

*-Business Insider*



To learn more about Dr. Hadiyah-Nicole Green and support her efforts, visit **[OraLee.org](https://OraLee.org)** and follow **[@DrHadiyahGreen](https://twitter.com/DrHadiyahGreen)** and **[@WeAreOraLee](https://twitter.com/WeAreOraLee)** on social media.



# BOARD OF DIRECTORS

## ORA LEE SMITH CANCER RESEARCH FOUNDATION

**Dr. Hadiyah-Nicole Green** is one of the first African American women in the nation to earn a Ph.D. in physics and is currently a professor at Morehouse School of Medicine in the Department of Surgery. With more than ten years of interdisciplinary research experience, she is an inventor who has developed several patent-pending cancer treatments. Additionally, her leadership activities, STEM advocacy and community service span over twenty years, totaling more than 4,000 hours of service.

**James McFadden, MBA** has more than twenty years of operations and customer relations experience in the medical products, health insurance, and finance industries. He has also held national and regional leadership positions with Alpha Phi Alpha Fraternity, Inc., including State Director where he was responsible for nineteen chapters and over 300 members. He currently serves as the Southwestern Region Executive Director and the National Sargent at Arms.

**Desmond Leong** is an accounting and finance expert. After working for the Internal Revenue Service (IRS) for more than thirty years, he started the Metro-St. Louis Community Tax Coalition to operate the *Volunteer Income Tax Assistance Program*, in partnership with the IRS and faith-based organizations, providing free tax preparation services to underserved communities.

**General Smith, Jr.** is the biological son of Ora Lee Smith and a cancer patient advocate with more than 30 years of experience in the service industry. He has served with the Laymen Ministry on the local and regional levels as the Mercy Seat Baptist Church president for the last five years and as the Berean District president of the National Baptist Convention, USA, Inc., (NBCUSA) for more than ten years. He has also served at the state level for the NBCUSA Evangelist Ministry for 15 years.

**Kirk L. Barnes** has more than twenty-five years of experience as an expert in sales, marketing, business implementation, leadership development and commercialization in the pharmaceutical and nanotechnology industries. For the last 10 years, he has served as a Council Member for the Gerson Lehrman Group (the world's leading platform for professional learning). He is currently a Start-Up Catalayst for the Advanced Technology Development Center, Georgia's technology incubator.

**Rev. Dr. Gwendolyn Boyd** has more than thirty years of experience in leadership, program development, Diversity and Inclusion, higher education, STEM advocacy, and public speaking. In addition to being a mechanical engineer who worked in The Johns Hopkins University Applied Physics Laboratory for more than three decades, she also served as the 14<sup>th</sup> and first female president of Alabama State University and the 22<sup>nd</sup> National President of Delta Sigma Theta Sorority, Inc. Rev. Dr. Boyd is an ordained itinerant elder in the African American Methodist Episcopal Church. She is currently a consultant for AGB Search, founded by the Association of Governing Boards of Universities and Colleges (AGB).

**Dr. Tshaka Cunningham**, the Co-Founder and Chief Scientific Officer of TruGenomix, previously served as a Scientific Program Manager at the U.S. Department of Veterans Affairs within the Office of Research & Development. He earned a BA degree in Molecular Biology from Princeton University. He worked as a research scientist at Bristol-Myers Squibb Pharmaceuticals Inc., and then earned his doctoral degree in molecular biology from Rockefeller University. He completed his postdoctoral training in immunology and tumor immunotherapy at the Pasteur Institute and at the National Institutes of Health.





**FROM  
LABORATORY  
TO HOSPITAL IN  
10 YEARS:**

**Phase I**  
**\$10 million**  
To Get Started

**Phase II**  
**\$20 million**  
Year 3 After Start

**Phase III**  
**\$70 million**  
Year 5 After Start

## FROM THE LABORATORY TO HUMAN TRIALS

Thousands of cancer patients have volunteered for our treatment after they have been sent home to die with no options and no hope. It is heartbreaking to turn people away when we have the technology, but not the funding to help. With financial support, we can start human trials in as little as 12 months of reaching our first fundraising goal.

We are utilizing a non-profit business model to provide recognition and tax-deductions in exchange for the funds needed to translate our cancer treatments from the laboratory into humans. We are seeking support to help us win the war on cancer, worldwide. With your support, together, we can make history.

## USE OF FUNDS

### Support will provide the funding for:

- Human-grade nanoparticle manufacturing, bottling and distribution
- Laser device development, manufacturing and distribution
- FDA application fees and approval
- Phase I, Phase II and Phase III human clinical trials
- **With funds for pre-clinical studies, we can pursue clinical trials for the following indications:**  
brain, colorectal, anal, cervical, skin, liver, bladder, kidney, breast, prostate, lung or partner's choice including chemo-resistant, recurrent and metastatic cancers
- Sales and marketing





Hadiyah-Nicole Green, Ph.D.  
Founder

Ora Lee  
Smith

Cancer  
Research  
Foundation

## Next Steps for Team Ora Lee!

The Ora Lee Smith Cancer Research Foundation is focused on raising \$10M to bring this treatment out of the laboratory and into human trials in as little as 12 months. Learn more at **OraLee.org**

## Team Ora Lee Support Model

- Donor Contributions
- Sponsors and Partnerships
- Volunteers
- Ambassadors who spread the word, raise funds, and host fundraisers

## Contact Us

- Email: [info@weareoralee.org](mailto:info@weareoralee.org)
- Website: [OraLee.org](http://OraLee.org)
- Address: P. O. Box 11184  
Atlanta, GA 30310

## Media Contact

- Michelle Rivers
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- Phone: (513) 817-4047

