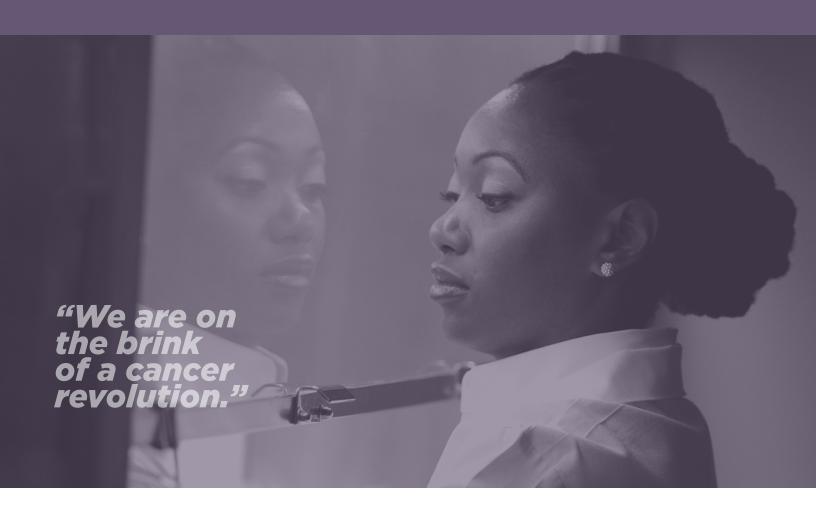
#### **MEDIA KIT**

### Dr. Hadiyah-Nicole Green

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













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## Dr. Hadiyah-Nicole GREEN

Dr. Hadiyah-Nicole Green is a STEM pioneer, leader, humanitarian, and entrepreneur who is introducing the world to the next generation of cancer treatments, cancer charities, and affordable healthcare. With a Ph.D. in Physics from the University of Alabama at Birmingham, Dr. Green, a proud member of Delta Sigma Theta Sorority, Inc., and former Miss Alabama A&M University (2002-2003), is one of the first African-American women to earn a Ph.D. in Physics. With professional expertise in nanotechnology, laser technology, and immunotherapy, Dr.

Green has received grants from the U.S. Department of Veterans Affairs totaling \$2.3 million, and is a research faculty member of Morehouse School of Medicine's

Surgery Department.

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 that kills human cancer 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, breast, colorectal, brain, head and neck 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 USA Today 100 Women of the Century, Forbes 50 Champions, Business Insider Top 30 Under 40 in Healthcare, BET Breast Cancer Awareness Award, 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.



# 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 150-pound weight loss, long-term diarrhea, and skin disfigurement. 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. W hat 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 conduct 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 \$2.3 million in grants to develop cancer therapies, Dept. of Veterans Affairs

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 human tumors in mice in 15 days after a single treatment

Research
Scientist,
Department of
Veterans Affairs

10-minute treatment, without any observable side effects

Founder/CEO, Ora Lee Smith Cancer Research Foundation

#### FEATURED IN:

The New York Times

















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





The Huntsville Times

ATLANTA BLACK STÄR Upscale







ST. LOUIS AMERICAN











BLACK WALL STREET OFFICIAL.

#### FEATURED VIDEOS

#### MEDIA SPOTLIGHTS



Dr. Hadiyah-Nicole Green 2018 BETher **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

2021 28 Dream in Black Future Makers, AT&T

Pioneer of the Year, National Society of Black Engineers

100 Women of the Century, USA Today

2020 Scientist to Watch, The Scientist Magazine

STEM Hero, General Electric

Top 30 Under 40 in Healthcare, Business Insider

STEAM Hero, Verizon

Breast Cancer Advocate of the Year Award, BET and BETHer

Professional Achievement in Industry Award, Women of Color in STEM, Career Communications Group, Inc.

25 Black Women Who are Changing the World, Women of Power Honor, Black Enterprise Magazine

15 Women Who Are Paving the Way and Paying it Forward, STEM's New Guard, Essence Magazine

12 Women Leaders in Science, Unseen Stars, General Electric, Featured on the ceiling of Grand Central Station

National Trailblazer of the Year Award, 100 Black Men of America,

100 most influential African Americans in the United States Power100, EBONY Magazine

100 most influential African Americans leaders in the United States, The Root 100, The Root Magazine

Research Advocate of the Year Award, Southern Company, Perennial Strategy Group, Washington, D.C.

National Historic Icon Award, City of Selma, Selma, Alabama

#### PATENT:

**Green, H.N.,** Photothermal nanostructures in tumor therapy. U.S. Patent No. US 9,827,441 B2. (Issued Nov 28, 2017).



## OUR ANSWER TO CANCER

**DAY 15** 

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

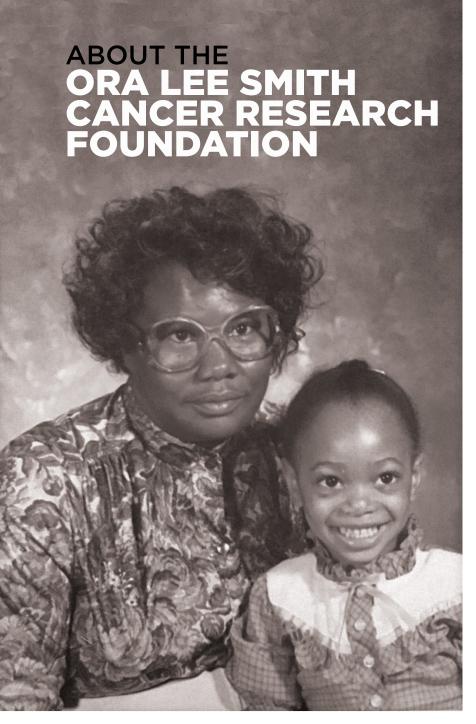
while preserving healthy cells. Using lasers and nanotechnology, this patent-pending therapy has been proven to completely eliminate tumors in laboratory mice in just 15 days after a SINGLE 10-MINUTE treatment – without any observable side effects.

**BEFORE LANT** DAY 3 DAY 9 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, head and neck, and a variety of inoperable, chemoresistant cancers. With funding, we can conduct human clinical trials in partnership with our team of oncologists.

OraLee.org



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

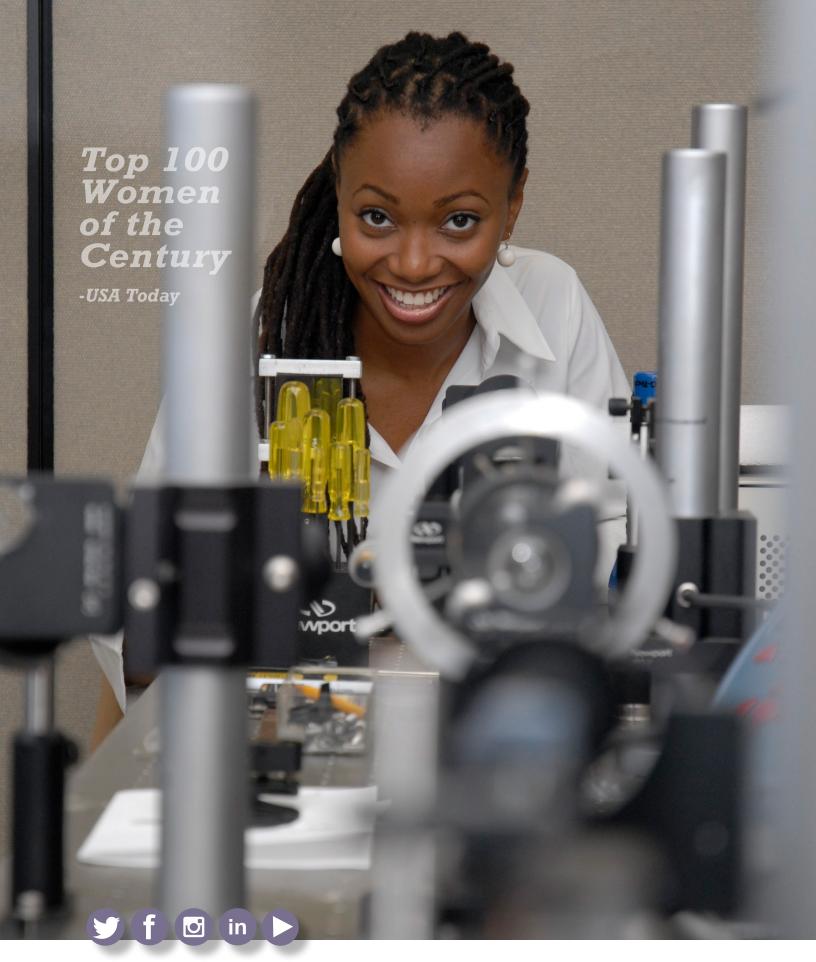
**Lavender Flowers** representing soothing, medicinal healings.



## ORA LEE SMITH CANCER RESEARCH FOUNDATION HIGHLIGHTS COLLABORATIONS AND PARTNERSHIPS

- Awarded \$2.3 million by the Department of Veteran Affairs to develop cancer therapies
- Atlanta VA Medical Center is the host site for the first-in-human pilot study
- 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
- National Partnership with Alpha Phi Alpha Fraternity, Inc.





To learn more about Dr. Hadiyah-Nicole Green and support her efforts, visit **OraLee.org**, follow @**DrHadiyahGreen** and @**OraLeeOrg** on social media, and make the Ora Lee Smith Cancer Research Foundation your charity of choice when you shop on **Amazon**.

**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.

**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.

**Shendorah Fisher, MBA** has more than fifteen years of experience with the Boeing Company as a Senior Program Manager. She is an experienced leader, systems engineer and auditor with a background in Lean and Six Sigma methodologies and program leadership.

**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 14th 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 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 conduct human trials.

We are utilizing a non-profit business model to provide recognition and taxdeductions in exchange for the funds needed to translate our cancer treatments out of the laboratory into hospitals. 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, head, neck or partner's choice including chemo-resistant, recurrent and metastatic cancers
- Sales and marketing





#### Next Steps for Team Ora Lee!

The Ora Lee Smith Cancer Research Foundation is currently focused on raising \$10M to bring this treatment out of the laboratory and fund Phase I human trials. 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
- Estate and Legacy gifts
- Employee Matching Programs
- Amazon Smile

#### **Contact Us**

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Address: P.O. Box 11184

Atlanta, GA 30310

#### **Media Contact**

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