Cryptocurrency to Fight Cancer

American Cancer Society and The Giving Block announce new cancer research fund exclusively using cryptocurrency as part of new partnership. Naming option available.

Cryptocurrency is joining the fight against cancer.

The American Cancer Society (ACS) has announced a new partnership with The Giving Block, a cryptocurrency donations company, to launch a new "Crypto Cancer Fund." This innovative cancer research project will be exclusively funded using cryptocurrency.

"We want as many people to join us in our mission as possible," said Jeff Klaas, interim Chief Digital Officer of the American Cancer Society. "To do that, we need to ensure people can give to the fight against cancer when, where and how they choose. We appreciate The Giving Block's work to help make this possible."

"I believe cryptocurrency will play a pivotal role in curing cancer," said Pat Duffy, Cofounder of The Giving Block. "With Bitcoin hitting a new all-time high, the creation of this new fund opens the door for the booming crypto market to save lives."

On the heels of a new all-time high Bitcoin price, the American Cancer Society is seeking to raise at least $1,000,000 by early 2021. Funds raised through the Crypto Cancer Fund will go directly to funding ACS' cancer research program. The crypto community's contributions will help support crucial research funding for new discoveries and better treatments to save the lives of family and friends.

To honor the pioneering donors who power it, the first crypto donor or company to donate $250,000 or more will have the opportunity to name the fund, in their name or that of a loved one. Furthermore, donations of $10,000 or more will appear on the Crypto Cancer Fund Wall of Honor.

ACS will announce the renaming of the fund when the major gift occurs. The fund will accept contributions in Bitcoin (BTC), Bitcoin Cash (BCH), Ether (ETH), Litecoin (LTC), Zcash (ZEC), Gemini Dollar (GUSD), Basic Attention Token (BAT) and Chainlink (Link).

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