

CANCER SURGEONS BECOME A ROCK BAND.  
PATIENTS BECOME FANS.  
MUSIC CAN CHANGE THE JOURNEY.

# N.E.D.

NO EVIDENCE OF DISEASE

A SPARK MEDIA PRODUCTION

## THE FILM

**No Evidence of Disease (N.E.D.)** follows an unconventional rock band made up of six GYN surgeons, each passionate about music and outraged by the wall of silence surrounding their field. The Band's name comes from the three words every patient prays to hear, "No Evidence of Disease." As they struggle for success as musicians, they strive to save lives as doctors, forming powerful bonds with their patients who endure heart-wrenching journeys that test the limits of physical and emotional endurance.

The documentary takes a very shrewd approach to a difficult topic. While the record levels of public awareness and research funding for breast cancer are to be celebrated, "below the belt" cancers remain taboo, a situation that leads literally to fatal misdiagnoses and delays. Of 90,000 women diagnosed with a GYN cancer every year, 30,000 will die. GYN cancers are also a leading cause of death for young Hispanic and African Americans. Yet, despite these cancers regularly claiming the lives of mothers, daughters, sisters, partners and aunts, GYN cancer research receives a mere fraction — not even 1% — of what goes into big business breast-cancer research. Even penile dysfunction and Viagra get more attention. We believe this film is set to trigger a sea change in cancer funding and awareness, in which the full extent of women's health needs will at long last be clearly heard.

## CUTTING EDGE ADVOCACY

**No Evidence of Disease (N.E.D.)** forms the centerpiece of a robust engagement campaign to elevate GYN cancer to the same level of public awareness as breast cancer. We anticipate the documentary will instigate a surge of interest in GYN cancers, raising questions about why public awareness is so low, and why research

is so chronically underfunded. The documentary will also advance discussion about how music can infuse healing into any chemotherapy regimen, and how it energizes those whose job it is to try to save lives. Merging music and medicine, body and soul, the film will help to collapse traditional disciplinary boundaries, generating meaningful discussion about treating the spirit as well as the body during serious, life threatening illness. Arming women with knowledge, the film and its emerging awareness campaign help to preserve dignity, and channel discussions about women's health needs into the public sphere and open conversations on the representation of women's bodies.

Our engagement strategy centers on dialogue, partnerships and online collaboration. By utilizing social media and strategic partnerships, we will distribute the film and extensive GYN cancer-related content through a multi-platform engagement aimed at facilitating dialogue and compelling action.

The film launch includes community and university screenings, N.E.D. concert tours and a social media presence across all platforms. This will include a companion transmedia piece, **What Every Woman Should Know**, produced in Spanish and English, as an integral part of the project's goal to inform and empower. To further promote the film's messages we plan to develop custom merchandise, this way we're creating a "brand" based on the band and on the film that will become synonymous with GYN cancer awareness.

## OUR PARTNERS

CANCER SUPPORT COMMUNITY (the Wellness Community/Gilda's Clubs)  
[www.cancersupportcommunity.org](http://www.cancersupportcommunity.org)

FORCE: FACING OUR RISK OF CANCER EMPOWERED [www.facingourrisk.org](http://www.facingourrisk.org)

FOUNDATION FOR WOMEN'S CANCER [www.foundationforwomenscancer.org](http://www.foundationforwomenscancer.org)

GYNECOLOGIC CANCER SUPPORT [www.eyesontheprize.org](http://www.eyesontheprize.org)

HELP THE HOOHAHS [www.helpthehooahs.com](http://www.helpthehooahs.com)

HERA: Women's Cancer Foundation [www.herafoundation.org](http://www.herafoundation.org)

INNER TOUGH GIRLS [www.innertoughgirls.org](http://www.innertoughgirls.org)

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JAC VANEK [www.jacvanek.com](http://www.jacvanek.com)

JUNIOR LEAGUE NORFOLK/VA BEACH [www.jlnvb.org](http://www.jlnvb.org)

LIVESTRONG [www.livestrong.org](http://www.livestrong.org)

MARJIE'S FUND [www.marjiesfund.org](http://www.marjiesfund.org)

NATIONAL OVARIAN CANCER COALITION [www.ovarian.org](http://www.ovarian.org)

NUEVA VIDA <http://www.nueva-vida.org>

OVARIAN CANCER ALLIANCE OF ARIZONA [www.ocaz.org](http://www.ocaz.org)

OVARIAN CANCER NATIONAL ALLIANCE [www.ovariancancer.org](http://www.ovariancancer.org)

OVARIAN CANCER RESEARCH FUND [www.ocrf.org](http://www.ocrf.org)

RHONDA'S CLUB-OGCC [www.rhondasclub.org](http://www.rhondasclub.org)

SHANNON MILLER LIFESTYLE [www.shannonmillerlifestyle.com](http://www.shannonmillerlifestyle.com)

TAMIKA AND FRIENDS [www.tamikaandfriends.com](http://www.tamikaandfriends.com)

TEAL THERE'S A CURE [www.tealthereisacure.org](http://www.tealthereisacure.org)

TEAL TOES [www.tealtoes.org](http://www.tealtoes.org)

THE YELLOW UMBRELLA [www.theyellowumbrella.org](http://www.theyellowumbrella.org)

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